

Southern **BUILDING SUPPLIES**

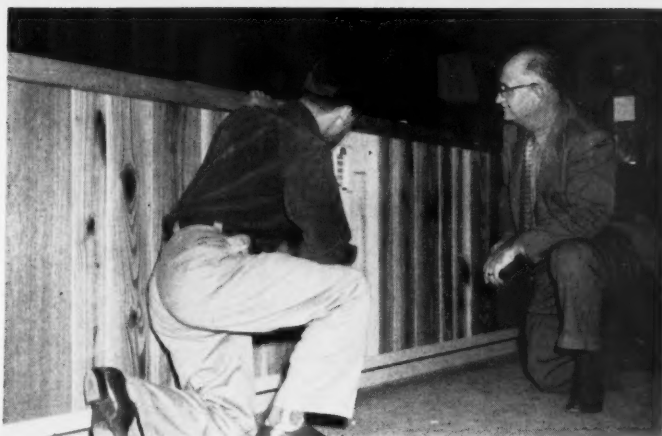
MAY, 1953

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

Uses Counter and Walls to Display Lumber, Plywood

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House Doctor Flooded with Home Repair Jobs

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11,500 COPIES THIS ISSUE

Ways to Sell Asbestos Products for Remodeling

page 36C . . .

ASSOCIATION DIRECTORY PAGE 60



Today's house-buyer is after a house
buy — he wants plenty for his money.
Here's one feature that's sure to open his
eyes and checkbook too — all-aluminum
Miami Awning Windows.

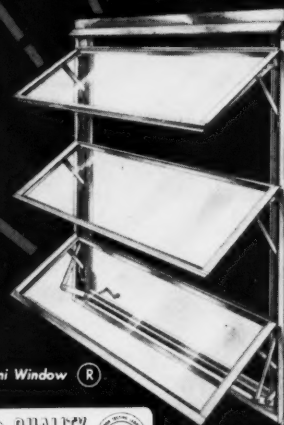
Bring HOUSE SALES *into* SHARPER focus...
with ALL-ALUMINUM
MIAMI AWNING WINDOWS

Windows never need painting —
won't stain, tarnish or rust.

Made to any size window opening ...
any height, and up to 6'2" wide.

Standard 1/2" flange makes installation
quick and easy.

Remarkably low priced.



The Original Awning-Type Miami Window [®]



For further information write, wire
or phone Dept. SBS-5 or see Sweet's
Architectural File ^{3c}/_M



MAIL THIS COUPON TODAY!

MIAMI WINDOW CORPORATION

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FACTORY No. 2 — 4610 N. W. 37th Avenue, Miami, Florida

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5200 N. W. 37th Avenue, Miami 42, Fla. SBS-5

Gentlemen: Please send full facts about the all-
aluminum Miami Awning Window.

Check One: Builder ☐ Contractor ☐ Dealer ☐

Name

Address

City State

SOUTHERN BUILDING SUPPLIES is published monthly at 214 W. Morehead St., Charlotte, N. C., by W. R. C. Smith Publishing Company,
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Volume 8

Number 5

LUMBER, PLYWOOD, AND DOOR DISTRIBUTORS

We Maintain Large Stocks of Both Lumber and Plywood in Many Species of Wood from the U.S.A. and Abroad. Among the Items Available for Immediate Shipment Are:

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Philippine Mahogany	Redwood
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Tough Ash	Hard Maple
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Aromatic Cedar Lumber and Closet Lining	Prima Vera
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	Poplar
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Panelite—For Commercial Installation and Shop Fabrication 1/16" thickness Wood Grains Now Available

Arborite—For On-Job Application 1/8" thickness

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do-it-yourself customers

...Suggest remodeling
without replastering



8:00 A.M. FURRING is applied directly over old plaster by the Morgans—at right angles to joists—on 16" centers.



10:00 A.M. "FLOATING FASTENERS" are nailed to the furring on 16" centers, eliminating face nailing.



11:00 A.M. CEILING PANELS are clinched with panel faced block of wood, working from the center of the panel outward toward each wall.



2:00 P.M. MOULDINGS are applied where the ceiling meets the walls and wherever else they are required. 5:00 P.M. the ceiling is ready for painting.

UPSON *Kuver-Krak* PANELS

Replastering is no longer a stumbling block for home-owners who want to repair their own cracked ceilings. For Upson KUIVER-KRAK PANELS—applied over old plaster—eliminate the need for replastering. In a matter of hours—and with only simple carpentry—a homeowner can apply a lovely new ceiling that is forever crackproof. What's more, there are no visible nailheads to mar the beauty of his new ceiling . . . because Upson Kuver-Krak Panels are applied with patented "floating fasteners" which anchor the panels securely from the back.

THE UPSON COMPANY 975 Upson Point, Lockport, N.Y.
Please send me booklet and information on Upson Kuver-Krak Panels.

Name _____

Name of Firm _____

Street Address _____

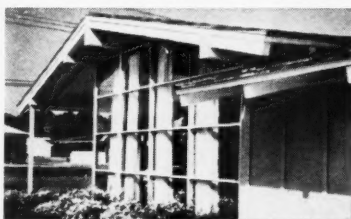
City _____

State _____

New Open Beam Ceiling Construction Method Proves Instant Success



A new method of open beam ceiling construction has been designed and developed by the Scholz Construction Corporation and used with remarkable success in "Lincolnshire," a new community of contemporary homes in Toledo, Ohio. Upson Strong-Bilt Panels (waterproofed), 8 x 18-foot size, are used above 4 x 6-foot roof rafters; rafters are on 4-foot centers. 2 x 2-inch x 8-foot furring strips are applied to the upper side of the Upson Panels with Upson No. 2 floating fasteners on 8-inch centers, staggered. The furring strips are applied across the 8-foot dimension of the panel on 8-inch centers. The unit thus formed is nailed on top of the rafters through the furring strips. Aluminum foil insulation sheets are laid over the furring strips forming an air space; the Upson Panels act as conductive insulation and the aluminum foil as reflective insulation. Cedar shingles are nailed directly to the furring strips; if asphalt shingles are used, 1/4-inch waterproof plywood is nailed to the furring strips and the shingles are applied to the plywood.



The Upson Panels overhang the exterior walls three feet forming the soffit. Since the Upson Panels are waterproofed they are left exposed; they require no paint and can be washed clean of finger marks that result from handling.

Mr. Donald J. Sholz, president of the company, reports that 43 "Lincolnshire" homes were sold in the first nine days. Currently, a house a day is being built but production is already sold out four months ahead.

Retirement Couples Form Growing Home Market

A recent survey, reported by The Upson Co., reveals that the average retirement age couple wants a two-bedroom, one-floor home on a large lot. The survey also shows that more than half the couples will have \$3,000 or more in cash by the time they reach 65, and expect an income of \$200 or more per month.

**A WINDOW
FOR
EVERY
OPENING**



AWNING



DOUBLE HUNG



CASEMENT



JALOUSIE



TWINSUL



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Stock them! Display them! Ualco Awning Windows attract buyers everywhere they are shown . . . literally "sell themselves." They're creating volume sales throughout the country. So join the countless dealers who already know their sales appeal. Order today!

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INTEGRAL FIN COMPLETELY SURROUNDS WINDOW. JUST PLACE IN OPENING, SQUARE, AND NAIL TO STUD. • **TAKES BRICK FIN AND FIN TRIM.** • **JIFFY, QUICK SILL CLIPS** SLIDE IN CHANNEL FROM EACH SIDE. LOCATE AS MANY AS WANTED WHERE WANTED. • **EXTRUDED FLUSH SCREENS** . . . WITH ATTACHING FIXTURES. • **COMPLETELY WEATHER-STRIPPED** WITH KOROSEAL. • **TOP SASH LETS DOWN FOR EASY CLEANING.** • **MAXIMUM VENTILATION.** VENTS OPEN OVER 90 DEGREES . . . CLOSE WEATHER-TIGHT AT FINGER'S TOUCH. BOTTOM VENTILATOR OPENS SEPARATELY FOR NIGHT VENTILATION. ALL VENTILATORS AUTOMATICALLY LOCK. • **NO PAINTING.** SATIN-SMOOTH PERMANENT FINISH. • **COMPLETE SIZE RANGE.**

Get every sale! The Ualco Aluminum Window Line is complete . . . "a window for every opening." The market can be yours with Ualco . . . whether for new construction, remodeling or repair . . . whether the work is done by builders or those who "do it themselves."

UNION ALUMINUM COMPANY, Inc., Sheffield, Ala.

UNION ALUMINUM CO., INC., Sheffield, Alabama

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Please rush technical data and prices. 5855

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Address.....

City.....State.....



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HELPFUL Booklets FREE

3. Color Schemes for White Houses. Pocket-size book illustrates new color schemes for outside trim. Shows how revolutionary new White ONE-KOATT House Paint saves home owners hundreds of dollars. Valuable for promoting sales of exterior paints. The Peaslee-Gaulbert Paint and Varnish Company, Louisville, Ky.

13. Sash Balance. New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

15. Plastic Tileboard. New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, La.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

21. Hunter Zephair Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Venti-

lating Company, 400 S. Front St., Memphis, Tenn.

23. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

29. Awning Windows. Illustrated Catalog No. 89 gives sizes and types, specifications for the complete unit and hardware specifications, and construction data on Gate City Awning Windows. Prices, discounts and complete architectural file are available. Write The Gate City Sash and Door Co., P. O. Box 901, Fort Lauderdale, Florida.

31. Asbestos-Cement Products. Colorful new booklet contains many photographs of residential and commercial installations of Asbestone asbestos-cement building products. It also contains information on the company, its engineering and estimating service, and its testing of materials. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

33. Laminated Wall Panels. Two full-color booklets show photographs of rooms with ceiling and walls covered with Upson laminated panels. "New Interiors for Old" suggests remodeling ideas, tells how Upson panels are put over old walls. "Upson Laminated Panels—For Crackproof Dry-Bilt Construction" gives information desired by builders and architects. The Upson Company, Lockport, N. Y.

37. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stair-

way. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

55. Fiber Wallboards. Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plastergon Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

57. Window and Attic Fans. Two bulletins have been published by Reed Unit-Fans, Inc., 1001 St. Charles Ave., New Orleans, La. A new line of 20", 24" and 30" 2-speed window fans along with the established line of reversible window and attic fans are described in these bulletins.

61. Aluminum Awning Windows. Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, 5200 N. W. 37th Ave., Miami 42, Fla.

63. Home Insulation. A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

(Continued on page 9)

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Ga.

May, 1953

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name _____ Title _____

Company _____

Address _____

City & State _____

Circle numbers below. Bulletins and catalogs will be mailed promptly.

3	13	15	19	21
23	29	31	33	37
47	55	57	61	63
65	85	87	91	93
95	97	107	117	139
141	143	145	161	163
165	169	177	183	187
189	191	193	195	197
199				

TO BE SURE...LOOK FOR THIS SEAL



COMMERCIAL STANDARD CS 190-53 EFFECTIVE JANUARY 15, 1953

CS 190-53, "a Commercial Standard for Standard Stock Double-Hung Wood Window Units" as promulgated by the U. S. Department of Commerce, Commodity Standards Division, is a long step forward in the direction of public assurance of quality in building materials.

This standard is identical with the Minimum Specifications under which The American Wood Window Institute, Inc. has been operating for many months past.

Therefore, when the AWWI Quality Seal is found in the inside sash run at the top of the frame of a double-hung wood window unit, it means that that unit meets CS 190-53 by **laboratory certification** and is quality approved by The American Wood Window Institute, Inc.

AWWI Seal Windows are Laboratory Tested and Certified

Before the AWWI Quality Seal can be affixed to a wood window unit, the prototype or pattern from which that unit is fabricated must have been laboratory tested and certified to meet or exceed the AWWI Minimum Specifications. Then the fabricator of that unit enters into a contractual Licensee Agreement with the Institute which permits him to affix this seal on all units built exactly as the prototype which met the specifications.

Since the AWWI Minimum Specifications and CS 190-53 are identical—then the affixing of this seal automatically **certifies by laboratory test** that that unit meets or exceeds the new Commercial Standard.

America is Quality Minded about Building Materials

More and more now, architects, builders, lending institutions and the public are demanding **quality** in building materials. The AWWI Quality Seal, therefore, is a very useful and important "yardstick" which now can be applied to double-hung wood window units. When a unit bears this seal, all can be assured that it is a high quality double-hung wood window unit meeting or exceeding CS 190-53—is quality approved by The American Wood Window Institute—and that the fabricator whose number appears on each individual seal stands behind that unit.

If you are a fabricator of a high quality double-hung wood window unit and wish to qualify it to bear the AWWI Seal, kindly write to address below for full information.

©1953 by T.A.W.W.I.

The American **WOOD WINDOW** Institute, Inc.*

3012 MAPLE AVE. ★ DALLAS, TEXAS

*A non-profit organization conveying information to the public concerning the benefits offered by the Modern, Preservative Treated, Quality WOOD WINDOW Unit.



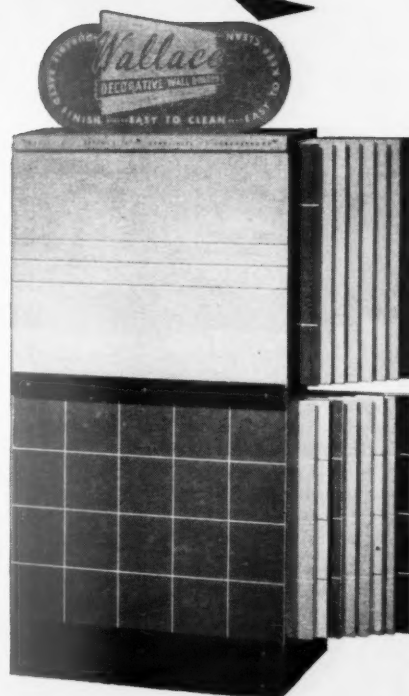
Do it with WALLACE *Decorative* WALLBOARD SALESMAN DISPLAY UNIT

Customer's interest in remodeling results in more profitable sales when the right materials are shown in the right way. Wallace's Salesman Display Unit displays and demonstrates one or all three lines of Wallace's Baked Finish Decorative Wallboard.

The large size panels (16" x 20") show combinations of colors and patterns.

Completely loaded the unit holds 20 large size panels (20" x 16") which may be moved into the front slide position to any color or pattern combination. It works for you — sells for you.

New colorful literature and mat service also available with this unit. Ask your jobber or write direct to our factory.



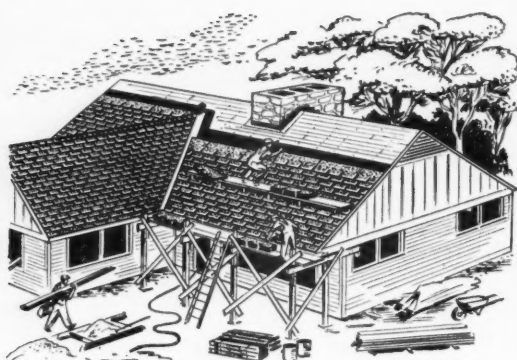
Member
Prefinished Wall Panel
Council

Wallace MANUFACTURING CO.

10th and Fayette

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Texaco is tops



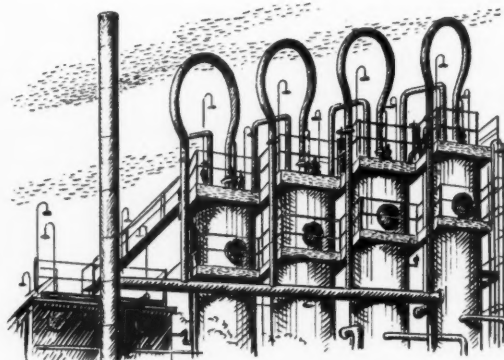
Texaco assures home, farm and ranch, and commercial building owners — high quality asphalt roofing products: shingles, roll roofings, saturated felts, solid asphalts, sidings, coatings and cements, etc.



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... the name that millions know and trust

MEMBER OF THE ASPHALT ROOFING INDUSTRY BUREAU

65. Rock Wool Insulation. Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Co., 325 Delaware Ave., Buffalo 2, N. Y.

85. Farm Book. New 16-page book showing uses of Celotex products in service buildings and the home. Fully illustrated. Includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

87. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13900 Miles Avenue, Cleveland, Ohio.

91. Rustproof Screening. Dealer helps for Lumite saran screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.

93. Disappearing Stairways. A detailed drawing that shows the workings of the Myer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.

95. Paint Thinner. Tandrotine — a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

97. Wood Window Promotion. Literature describes newspaper mats, direct mail pieces, movie trailers, radio spot announcements, billboards, and television advertising of wood windows. All are offered dealers at nominal cost. Wood Window Information Service, 38 S. Dearborn Street, Chicago 3, Ill.

107. Red Cedar Shingles. A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.

117. Southern Pine Lumber and Oak Flooring. Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring. W. J. Word Lumber Co., Scottsboro, Alabama.

139. Superlite Prefinished Wallpanels are now individually sampled in a

pocket-size color-range folder. The sample container is 4" square, and holds an actual 4"x4" sample of Super-lite Wallpanel. In addition, the folder carries color chips, of the twelve available colors. Sheet sizes and other pertinent information are shown on the back. Superior Wall Products Co., 4401 N. American Street, Philadelphia 40, Pa.

141. Steel Casement Windows. Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows, Hope's Basement and Utility Windows and Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.

143. "How-ell-dor" Garage Doors. Attractive new 10-page catalog illustrates and describes styles and sizes of "How-ell-dor" sectional Up-sweep residential and commercial garage doors. Technical data are also supplied for Howell's garage door accessories. The Howell Mfg. Co., Cottman St. and Hasbrook Ave., Philadelphia, Pa.

145. Gas and Electric Water Heaters. Two bulletins, in color, devoted to Jackson automatic gas and electric water heaters, have been announced by W. L. Jackson Mfg. Co., Inc., P. O. Box 26, Chattanooga 1, Tenn. Table-top and round electric heaters, as well as floor furnaces, are described in one; Jackson's 20- and 30-gallon gas heaters in the other. Warranties on both gas and electric models are explained.

161. Ready-Trimmed Window Units. Outside-inside trimmed Fenestra residence steel casement units are covered in 4-page folder, RE-23. Includes table of casement types and sizes, installation details and information on hardware, inside screens and inside storm sash. Detroit Steel Products Co., 3227 Griffin, Detroit 11, Mich.

163. House sewer pipe. 2-color folder explains the relative merits of various materials available for constructing house sewers. Gives typical case histories, with photos, including clay pipe house sewers that have endured many decades. BULLETIN 250. W. S. Dickey Clay Mfg. Co., 922 Walnut St., Kansas City 6, Mo.

165. Window Sash Balance. Catalog pages describe spiral balance in detail and list correct balance for various size and weight windows. Caldwell Manufacturing Co.; Dept. CLP, world's only manufacturer of both tape and spiral balances, 63 Commercial St., Rochester 14, N. Y.

169. Jalousie Window Units. Pro-Tect-U jalousie window units are pictured and explained in a new catalog sheet. It tells how assembly is possible at building site with only screwdriver, how glazing is a matter of slipping panes in place and bending down tabs. The Pro-Tect-U Jalousie Corp., Coral Gables, Fla.

177. Resolite translucent structural panels. In a 12-page multicolor catalog. Resolite panels of Fiberglass-reinforced resin plastic are completely described, including technical data on structural strength and light

transmission for the eight standard colors. A table gives standard sizes, corrugations, and weights. Methods of application for structural and decorative uses are shown. Resolite Corporation, Zelenople, Pennsylvania.

183. Hollow-Core Doors. New architect's file folder shows detailed construction, available sizes and other interesting specification data for General Gibraltar and Kentucky Colonel hollow-core flush doors. General Plywood Corporation, Louisville 12, Kentucky.

187. Flush Doors, Awning Windows. A new folder contains a cut-away sketch that shows the inside construction of Davis flush doors, plus specifications. Super-Vent wood awning-type windows are described in a two-color brochure. Sketches show how air circulation is improved and how easily these windows are cleaned. Fixed and operating units are combined for variety. The Davis Manufacturing Company, Inc., 1075 South Clark Street, New Orleans, La.

189. Paint Products. Complete line finest quality trade sale paint products and excellent selection Master Painter products designed to satisfy exacting needs of master craftsmen. Representative stock of quality brushes and paint rollers. Sold Only Through Dealers — No Company Owned Stores. Mound City Paint & Color Co., 202 S. 9th St., St. Louis, Mo.

191. Prefinished Wallpanels. "The Interior of Your Home Will Sparkle with Amerwood" is a new full-color folder showing attractive interior uses of Amerwood pre-finished paneling. It lists widths, lengths, colors, and describes finishing process. Southwood Corp., P. O. Box 391, Fort Worth, Tex.

193. California Redwood—at its best and under California Redwood Association grading and drying supervision. For descriptive or technical literature write to: Union Lumber Company, 228 North LaSalle St., Chicago 1, Illinois.

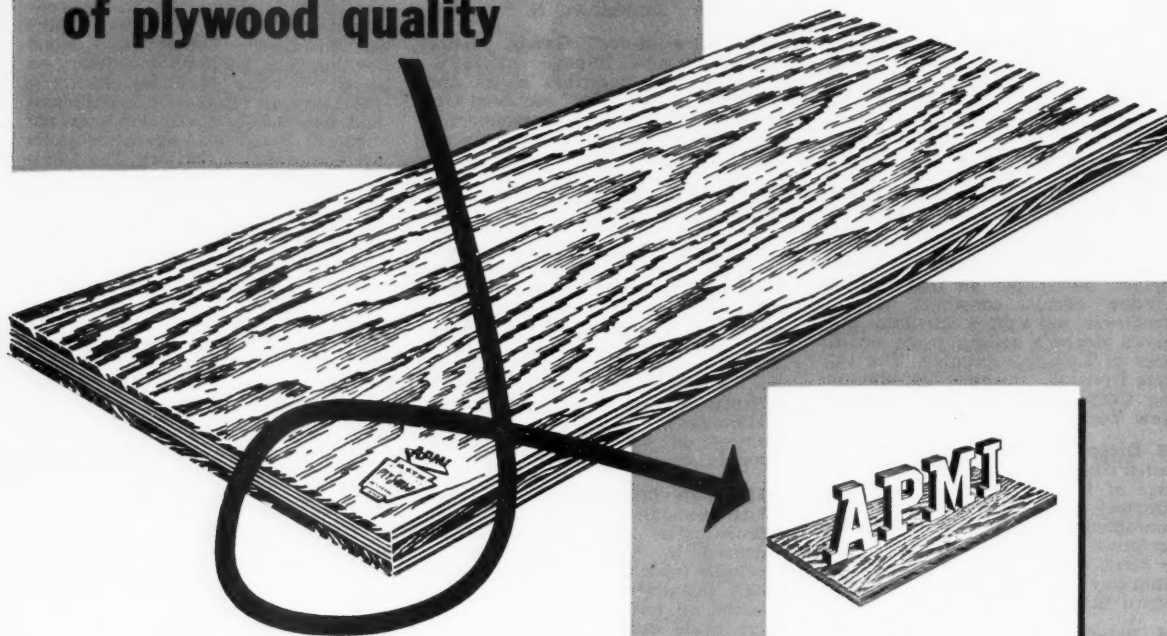
195. Baked Finish Wallboard Panels. Five new color folders showing use of Wallace Wallboard Products. Two folders show Wal-lite, two folders cover Satin-lite line and one folder describes Grani-lite. Each describes uses in kitchens, bathrooms, utility, recreation, etc. Also excellent for commercial installations. Complete information on request. Wallace Manufacturing Co., 10th and Fayette, North Kansas City, Mo.

197. Fabric Necessities and Specialties—A complete line of Nail and Work Aprons, Traffic Flags, Painters' Drop Cloths, etc., in fabric, plastic and fiber are economically priced in folder being mailed on request by Bone-Crow Company, Fabric Division, 214-216 North 6th St., Waco, Texas.

199. Building Papers. Handy sample swatch book shows complete line of Leatherback Building Papers. Also will enclose bulletin on Federal Specification for Building Papers and the Type and Class each Leatherback Product meets. Protective Papers, Inc., Union, Illinois.

TRADEMARKED

as well as grademarked
...your double guarantee
of plywood quality



The combination of APMI trademark and DFPA grademark is your assurance that regardless of where you buy Associated plywood, you get the guaranteed products of a pioneer mill in the industry.

There is a type, size and grade of APMI plywood (exterior and interior) for every building need:

Douglas fir plywood; *Sea Swirl* decorative plywood; Philippine mahogany faced plywood; birch faced plywood; vertical grain fir plywood.

APMI products are sold from centrally located sales warehouses, sold by experienced plywood men. Your inquiries are invited.



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111 Welborn St., Greenville, S. C.
925 Toland St., San Francisco, Cal.
Eugene, Oregon
Willamina, Oregon

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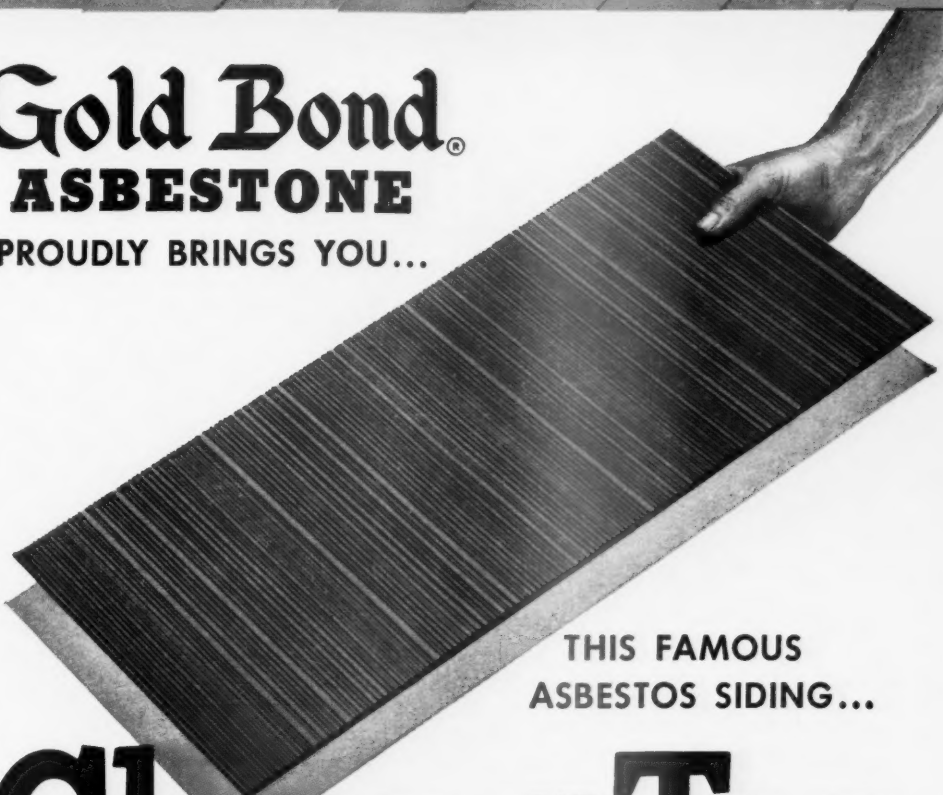
31 State Street, Boston, Mass.
595 E. Colorado St., Pasadena, Cal.

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General Offices: Eugene, Oregon
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SIDING SHINGLES

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Rich Texture. Deep, natural-looking grain rivaling the costliest sidings on the market—at the same low price as regular Gold Bond asbestos shingles.

Fresh Colors. Poplar Green, Twilight Gray, Mellow Ivory, Pheasant Brown, Dusty Coral. Color is two-toned—dark in the valleys, light on the ridges—for a pleasing new kind of exterior decorating.

Lifetime Beauty. Made of asbestos-cement—fireproof, weatherproof, termite-proof. Needs no painting, no maintenance of any kind.

Can be applied over any sidewall surface to make an old home new again. Ideal for new construction too.

Now... look to Gold Bond for exterior building products too!

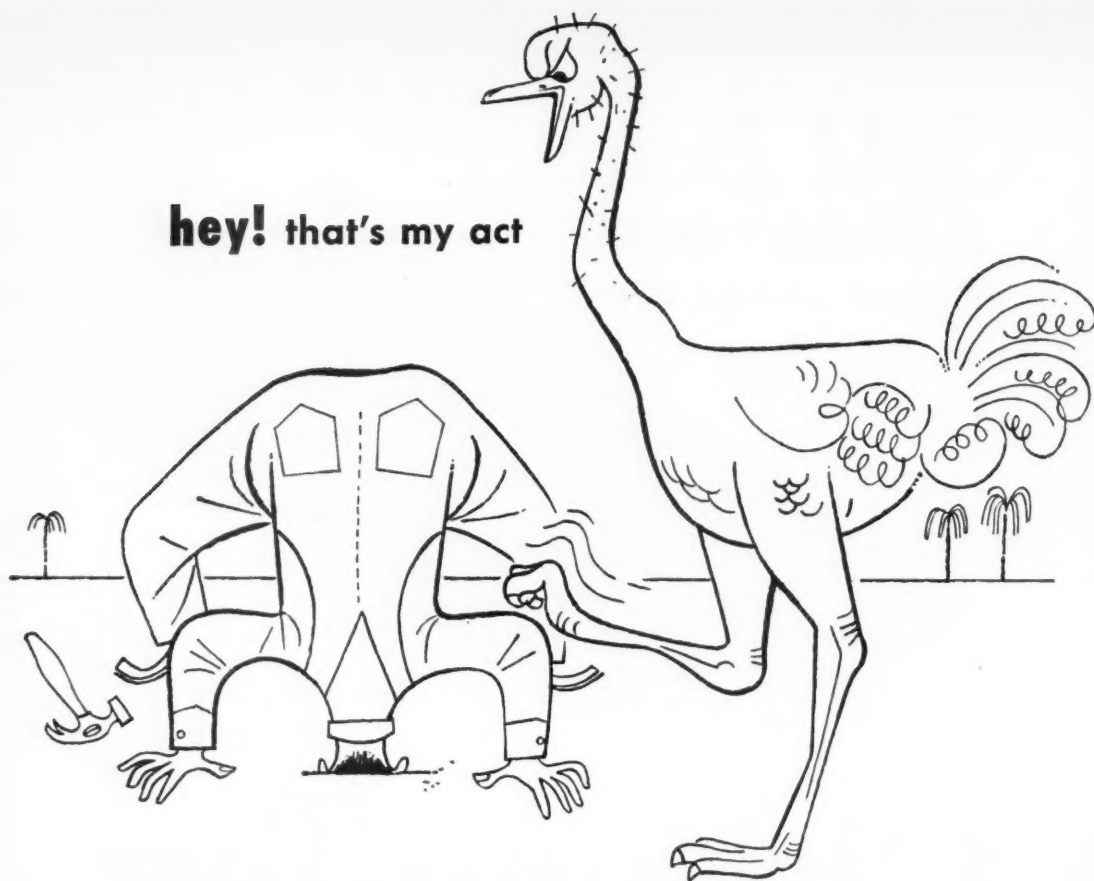
In addition to siding, there is Gold Bond Asbestone roofing. This complete new line of materials for exterior use means that National Gypsum can now offer you more than 200 top-quality building products. Whether the job is new construction or remodeling... there's a guaranteed Gold Bond material that will do it better. For simplified buying... for great new profit opportunities—build your business on Gold Bond!

**See your Gold Bond representative
for full details**

NATIONAL GYPSUM COMPANY • Buffalo 2, N. Y.

FIREPROOF WALLBOARDS • DECORATIVE INSULATION BOARDS • LATH • LIME
PLASTER • SHEATHING • ROOFING • SIDINGS • WALL PAINTS • MASONRY PAINTS
TEXTURES • ROCK WOOL INSULATION • METAL LATH • SOUND CONTROL PRODUCTS

You'll build or
remodel better with
Gold Bond



read the story of "The builder who put his head in the sand"

The poor ostrich takes quite a kidding because he buries his head in the sand. As a matter of fact, he's not so dumb . . . he's looking for things that may be hidden **under the surface**.

We know a builder who took a hint from the long-legged bird and discovered hidden costs under the **surface covering** he had been using for roofs. This particular builder had drifted into the habit of using "cheap" covering material, but had failed to notice that, in order to use it, he was paying dearly for extra sheathing lumber to support the cheap roofing.

When he looked at his facts and figures, he found that the solid roof decking **required** for non-rigid ma-

terials had been costing him more than he had "saved" by using inferior shingles. Here are the facts he uncovered by digging deep:

Genuine CERTIGRADE cedar shingles are so strong that they can be applied on **spaced** roof sheathing—you simply use about half as much sheathing lumber in building the roof deck. Naturally, it takes only about half as much labor cost to apply the sheathing.

Well, when he figured up these savings that just come naturally with CERTIGRADE cedar shingles, he found that the so-called **economy** of cheap roof covering material is a false economy. Now he knows that he can give his home buyers the extra quality, extra long life of genu-

ine cedar shingle roofs . . . at little or no extra cost.

More and more builders are alert for **quality** in these days of increasing competition. And they are finding that cedar shingles, applied on spaced roof sheathing, provide much-needed sales quality at sensible cost.

No wonder so many builders are "going back" to those tried and true CERTIGRADE red cedar shingles!

If you would like to check the comparative costs of cedar shingles on spaced sheathing vs. competitive roofing on solid sheathing, in **your** community, write us for a free cost estimating form. Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Washington or 425 Howe Street, Vancouver, B. C.

HERE'S THE BOOK

*that turns ideas
into sales!*

Exciting new ways to use Ponderosa Pine windows—fresh, original ideas that stimulate the home owner's imagination—valuable pointers on using windows to increase home convenience and comfort—they're all in this brand new booklet "The New Outlook." Lumber dealers throughout the country are finding that this booklet steps up window sales—because it answers the customers' questions about where and how to use more windows.

Get the benefit of this powerful selling tool! Mail the coupon now for a free sample copy of "The New Outlook"—then order in quantities for your customer list.



Ponderosa Pine WOODWORK

Ponderosa Pine Woodwork
Dept. WSB-5, 38 South Dearborn Street
Chicago 3, Illinois

Gentlemen: Please send me a free sample copy of "The New Outlook."

Name.....

Business or Profession.....

Address.....

City.....Zone.....State.....

Houston Development Builders* say:
When offered a choice...
customers invariably choose

Shakertown Sidewalls

1200 Houston homes built
with Shakertowns!



***BRACE & CARRUTH**

"We have always believed that top quality materials make homes sell easier, faster, with fewer headaches," says this leading Texas builder. "And year-after-year sales records, on homes built with Shakertowns, have proved that they do just that."



Yes, there's powerful buy-appeal in Shakertowns, lots of it! It's the exclusive feature a builder gains by applying these rich-colored, deep-grooved cedar shakes on homes in any style, in any price range.

You can see it . . . in the natural wood texture . . . in the soft, suede-like finish and deep shadow-lines with wide, sweeping exposures. It's there . . . in the savings these double-coursed shakes offer in extra protection, insulation and less cost per year of service.

Brace & Carruth have used Shakertown Sidewalls on more than 1200 distinctive homes. They utilize the styling flexibility, the wide color range, and the many practical combinations with other quality materials. Like Brace & Carruth, you can meet the demands of changing style requirements and customer preference, most profitably with America's most imitated material . . . Shakertown Sidewalls.

Get a more complete story from your nearby distributor. Or write us today for full details.

THE PERMA PRODUCTS COMPANY

CLEVELAND 27, OHIO



Manufacturers & Distributors

SOUTHERN STATES

OVERNIGHT SERVICE FROM

Savannah, Ga.

Albany, Ga.

Orlando, Fla.

Miami, Fla.

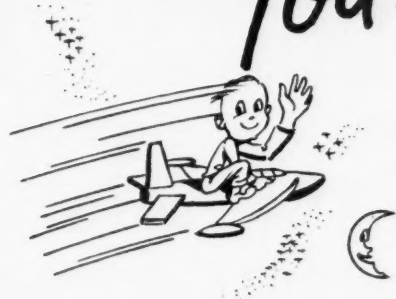
Atlanta, Ga.

Augusta, Ga.

Tampa, Fla.

Jacksonville, Fla.

You'll Hit a New High!



SSIRCO Stocks Help You Meet Every Demand For Metal Products

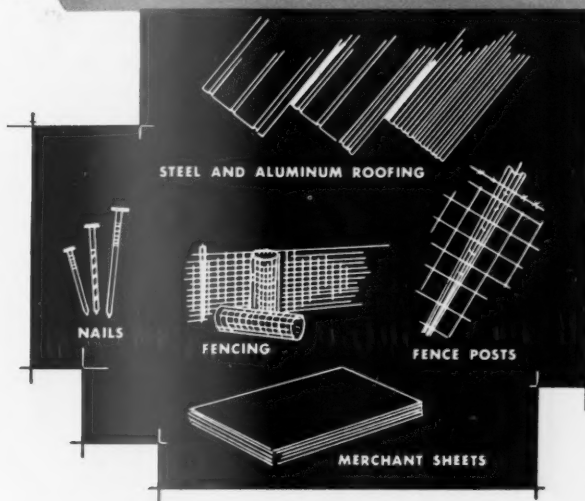
Now you can satisfy more customers . . .
fill promptly, more orders for metal products.

SSirco's stock of fast-selling steel and aluminum roofing, nails, fencing, fence posts, and merchant sheets is greater than ever before. Dependable overnight or drive-in, pick-up delivery means that with a low inventory investment you can meet your customers' demands.

And don't forget the other famous names in the SSirco-distributed line of products. They are your assurance of continued customer confidence.

Take advantage of this availability of metal products . . . watch your sales and profits climb to a new high.

... IN SALES!



THESE FAMOUS NAMES ARE YOUR
CUSTOMERS' ASSURANCE OF QUALITY

Reynolds Aluminum
Building Products
Follansbee Terne
Carey Asphalt and
Asbestos Products
Certain-teed
Asphalt Products
EZ-Way Stairways
Miami-Carey Cabinets
Celotex Insulation
Board Products
Insulite Insulation
Board Products
Flintkote Products
Nu-Wood Insulation
Board Products
Masonite Hardboards
Upson Panels
Asbestone Asbestos
Products

Durall Screens
Georgia-Pacific Plywood
Lo-"K" Cotton
Insulation
Columbia-Matic Screens
Shakertown Cedar Shingles
General Flush Doors
Atlas Flush Doors
Miltor Rain-Carrying
Equipment
Vari-Pitch Louvers
Hamlin Ventilators
Anacanda Copper
SSirco Steel Roofing
and Building Products
Barclay Plastic-Coated
Paneling
Superior Metal Trim
Leslie Louvers
Alsynite Translucent Panels

FOR A NEW HIGH IN ALL 3—QUALITY, PROFITS, AND DELIVERY
—WRITE OR CALL YOUR NEARBY SSIRCO WAREHOUSE

IRON ROOFING CO.

16 BRANCH WAREHOUSES

Birmingham, Ala.

Nashville, Tenn.

Louisville, Ky.

Raleigh, N. C.

New Orleans, La.

Memphis, Tenn.

Columbus, Ga.

Atlanta, Ga.



A BETTER INSULATION

Proved Best by Actual Laboratory Tests



Lo-K

**GIVES YOUR CUSTOMERS
MORE INSULATION
PER DOLLAR**

**GIVES YOU
More Profit
per Job**

- ▶ Lighter Weight
- ▶ Lower Applied Cost
- ▶ Flameproofed
- ▶ Won't Settle or Sag
- ▶ Moisture and Vermin Proofed
- ▶ More Efficient

CHECK THE FACTS

Values shown below are from the Guide of the American Society of Heating and Ventilating Engineers. "K" factor indicates the amount of heat, expressed in B.T.U., transmitted through one square foot of a homogenous material one inch thick in one hour. Lower the "K" factor, the better the insulation.

Material	Wt. per cu. ft.	Insulating Value "K" factor	Authority
Lo-"K" Cotton Insulating Batt	.875	.24	J. C. Peebles
Rock Wool - Loose Fill Type	10.0	.27	Bureau of Standards
Chemically treated wood fibres between sheets of paper	3.62	.25	J. C. Peebles
Glass Wool - Loose Fill Type	1.50	.27	J. C. Peebles
Stitched and Creped Expanding Fibrous Blanket	1.50	.27	J. C. Peebles

Both *you* and *your customers* profit when you sell Lo-"K" Insulation. They get more effective insulation . . . greater insulating efficiency . . . more insulation value per dollar. You make more profit . . . because Lo-"K" is easier to warehouse, lighter to handle, quicker to install, and gives lasting satisfaction. Check the facts and you'll sell Lo-"K". Then you'll sell more jobs . . . and make more money. Send for prices and complete information today!

INSULATION DIVISION

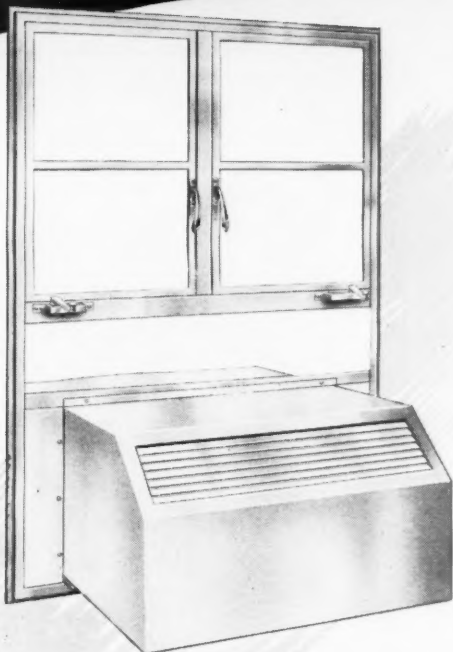
LOCKPORT COTTON BATting CO.

Established 1870

LOCKPORT, NEW YORK

NEW YORK OFFICE: 1407 BROADWAY

ANOTHER STEELCRAFT 1ST



CASEMENT WINDOWS FOR ROOM AIR CONDITIONERS

Now for the first time, you can meet the growing demand for air conditioning with this modern idea in steel casement windows . . . a window specially designed for quick, easy installation of room cooling units.

They are made with the same high quality features and have the same attractive appearance as Steelcraft standard casement windows. The lower half of this window has an adjustable bar that can be easily moved to accommodate practically any popular make of room air conditioner.

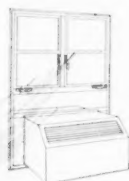
Progressive builders will be quick to see how they can add extra sales appeal by including this new idea in casement windows in the homes they build. Feature them with cooling units installed . . . or for later installation of unit by owner. Either way they *make homes easier to sell*.

No remodeling, no costly time consuming cutting and fitting when you specify Steelcraft all-new casement windows for room air conditioners. Available now . . . write for complete information today!

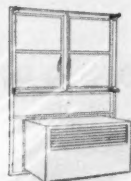


Without Air Conditioner

Designed and engineered for simplified installation of all well known air conditioners. We have checked the dimensions of the units as manufactured by nineteen leading companies.



Inside View



Outside View

STEEL
Craft

**THE STEELCRAFT
MANUFACTURING COMPANY**

ROSSMOYNE, OHIO (In Greater Cincinnati)
West Coast Division, 14330 Bessemer St., Van Nuys, Calif.

The Steelcraft Manufacturing Company, Dept. SBS-553
9017 Blue Ash Rd., Rossmyne, Ohio (In Greater Cincinnati)

Please send me information on the new Steelcraft Casement for air conditioning units.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Use the Barrett **1-2** punch for bigger shingle sales!

1. Ingenious full-color ads sell Barrett Shingles brand new way!



High readership format means more of your prospects than ever will get the Barrett shingle story from these striking eye-catching Barrett ads appearing in Saturday Evening Post starting May 9th.

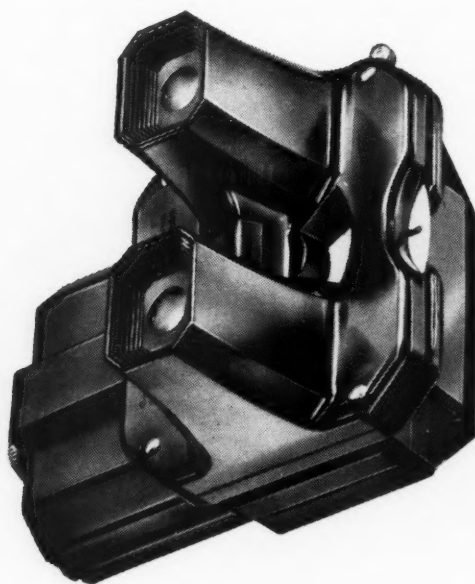
GREATEST ALL-AROUND PROMOTION PROGRAM IN THE ROOFING INDUSTRY!

Match this kind of backing . . . if you can! Barrett supplies everything to help you sell more shingles this spring!

National advertising to keep the Barrett story before your customers . . . the Stereo View-Master to help you sell—and look what else:

- Dramatic full-color counter and window displays.
- Newspaper mats and electros.
- Personalized business stationery and forms.
- Permanent and portable samples.
- Mailing pieces, post cards, blotters.
- Outdoor signs for your building and for job use.
- Good-will novelties and reminders.

2. Stereo View-Master shows entire line in full colors! Lets prospect pick for himself!



Sales are much easier to make when your client can see for himself just how his roof will look roofed with any one of Barrett's sturdy, attractive shingles. Be sure to get your View-Master in time.

And more, too! If you are not tied in with Barrett — ACT NOW! You get greater profits when you handle Barrett — famous for fine building materials for almost a century. Write for full information.

Building your business is the business of —



BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION
40 RECTOR STREET, NEW YORK 6, N. Y.

205 W. Wacker Drive, Chicago 6, Ill.
36th St. & Gray's Ferry Ave., Philadelphia 46, Pa.

*Reg. U. S. Pat. Off. 1327 Erie St., Birmingham 8, Ala.

**HERE'S THE
FORK TRUCK
YOU'VE BEEN
NEEDING ...**

ROSS

SERIES 6

**the only 6,000 lb. gas-
powered truck with all
these features ...**

OPEN TOWER
provides unobstructed
vision for the driver, an
important safety feature
when operating in
crowded quarters.

SINGLE-LEVER CONTROL
of hoisting and tilting makes
operation easy, speeds pil-
ing, loading and unloading.

**FOUR-SPEED
TRANSMISSION**
permits selection
of four speeds forward,
four reverse
for any operating
condition.

**SAME
TIRE-SIZE FRONT AND REAR**
permits switching tires for lengthier
service, simplifies stocking of spares.
7.50-15 standard, 8.25-15 optional

**PLANETARY
GEAR DRIVE IN WHEELS**
reduces wear and tear on differ-
ential and drive axles, assures long-
lived performance under adverse
conditions.

For materials handling savings up to 75%, you can count on the Ross Series 6. It's engineered throughout for *all-around* top performance. Weight is balanced to achieve the best in stability and traction. It has more *live* counterweighting than any other truck of comparable size and ruggedness. It affords the best in driver-visibility. It's easy to handle, economical to operate.

When you need a fork truck in the 6,000-pound range, invest your money in a truck that's engineered for *your* needs. You'll be way ahead. For complete information on the Ross Series 6, call your nearest Ross dealer.



THE ROSS CARRIER COMPANY

Direct Factory Branches and Dealers Throughout the World

170 MILLER ST., BENTON HARBOR, MICH., U.S.A.

**See your nearest
ROSS
distributor**

- ARIZONA**
E. D. Flournoy Company, Willard B. Bullock,
P. O. Box 3945, Phoenix, Arizona
- ARKANSAS**
Soltz Machinery & Supply Co., 310 Tennes-
see Street, Pine Bluff, Arkansas
- CALIFORNIA**
The Ross Carrier Company, 2700 Santa Fe
Avenue, Los Angeles 11, California
The Ross Carrier Company, 2440 Third
Street, San Francisco 7, California
- COLORADO**
Hahn Equipment Company, 1745 Blake
Street, Denver 2, Colorado
- GEORGIA**
The Ross Carrier Company, 906 Flint Ave-
nue, Albany, Georgia
- ILLINOIS**
The Ross Carrier Company, John J. Mlynski,
636 N. Albany Avenue, Chicago 12, Illinois
- INDIANA**
The Ross Carrier Company, M. B. Dickey,
325 Bankers Trust Bldg., Indianapolis 4,
Indiana
- MASSACHUSETTS**
The Ross Carrier Company, Perry Marston,
900 Statler Bldg., Boston, Massachusetts
- MICHIGAN**
Contractors Machinery Company, 333 Mid-
land Avenue, Detroit 3, Michigan
- MINNESOTA**
Wm. H. Ziegler Co., Inc., 2929 University
Avenue, Minneapolis 14, Minnesota, also
330 Garfield Avenue, Duluth 6, Minnesota
- MISSISSIPPI**
The Ross Carrier Company, Highway 80
West, West Jackson, P. O. Box 2542, Jack-
son, Mississippi
- MISSOURI**
Buchanan Equipment Company, 939 West
8th Street, Kansas City, Missouri
Fred R. Ramsen and Associates, 4903 Delmar
Blvd., St. Louis 8, Missouri
- NEW MEXICO**
E. D. Flournoy Company, 217 S. 6th Street,
Albuquerque, New Mexico
- NEW JERSEY**
The Ross Carrier Company, Inc., 256 Observ-
er Highway, Hoboken, New Jersey
- NEW YORK**
Rupp Equipment Company, 101 Great Arrow
Avenue, Buffalo 16, New York, also
1011 Buffalo Road, Rochester 11, New York
- OHIO**
Carroll & Edwards Company, Richmond and
McLean Streets, Cincinnati 3, Ohio, also
P. O. Box 35, No. Dayton Station, Dayton
4, Ohio
Columbus Equipment Company, 50 E. Kings-
ton Avenue, Columbus, Ohio
R. A. Elwell & Company, 2239 Hamilton
Avenue, Cleveland 14, Ohio
Howard T. Moriarty Company, 437-39 Broad-
way, Toledo 4, Ohio
- OREGON**
General Machinery Company, 122 S. W. First
Avenue, Portland 4, Oregon
- SOUTH DAKOTA**
South Dakota Equipment Company, 324 East
Blvd., Rapid City, South Dakota
- TENNESSEE**
Nixon Machinery & Supply Co., Carter at
13th Street, Chattanooga, Tennessee
- TEXAS**
Browning-Ferris Machinery Co., P. O. Box
2552, 2619 Texas Avenue, Houston 1,
Texas, also
305 Exposition Avenue, Dallas 1, Texas
E. D. Flournoy Company, 310 E. Missouri
Street, El Paso, Texas, also
Dale Rice, c/o E. D. Flournoy Co., Box 122
Lubbock, Texas
J. E. Ingram Equipment Company, 1146 West
Laurel, P. O. Box 2340, San Antonio 6, Texas
- UTAH**
Modern Equipment Company, 52 West Second
South Street, Salt Lake City, Utah
- VIRGINIA**
The Ross Carrier Corporation, 1604 Mac-
Tavish Avenue, Richmond, Virginia
- WASHINGTON**
Bader Machinery Company, East 1511 Sprag-
ue Avenue, Spokane, Washington
The Ross Carrier Company, 1401 West Gar-
field Street, Seattle 99, Washington
Star Machinery Company, 1741 First Avenue
South, Seattle 4, Washington
- WISCONSIN**
Milwaukee Power Equipment Co., 1111-25
West Bruce Street, Milwaukee 4, Wisconsin

THESE WIZARDS WITH WOOD

Are Practical Gents
They Conjure up Dollars
For Dealers with sense

Largest Selling Wood Glue

WELDWOOD PLASTIC RESIN GLUE®



For making things or fixing things, recommend Weldwood Glue—for all wood-to-wood bonds and many other uses. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! For hobbyists, home owners, contractors, carpenters! In self-selling display cartons! 10c, 15c, 35c, 65c, 95c; 5 lbs., 10 lbs., 25 lbs.

Blond or pickled effects call for

WHITE FIRZITE®



For magical woody effects on hardwood or soft, plywood or solid lumber. For light pastel tones, tint with Colors-in-Oil. For soft wood and fir plywood paint jobs, WHITE Firzite as an undercoat, helps prevent grain raise or checking. (For soft wood or fir plywood stain jobs, recommend CLEAR Firzite, to tame wild, unsightly grain.)

Big demand for natural wood finishes, sells

SATINLAC®



The big modern style trend is for light natural wood finishes—on furniture, wood panelling and woodwork. When customers ask you what to use, you'll make friends by recommending SATINLAC. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Water-clear Satinlac avoids that "built-up" look. Easy to brush or spray; dries "dust-free" in 20 minutes, ready for next coat in 3 or 4 hours.

In pints, quarts, gallons, drums.

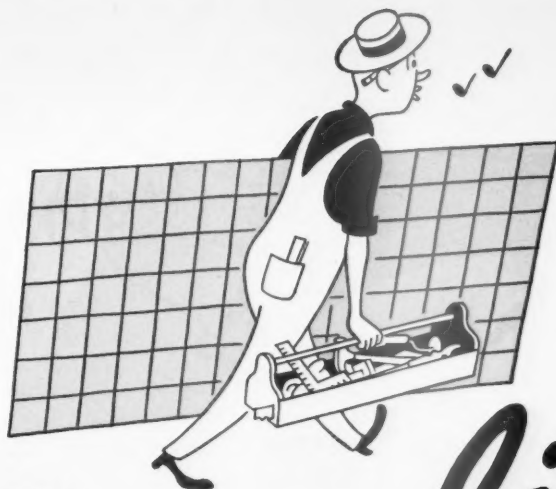


Today...with so many amateurs and semi-pros making things and mending things...they'll thank you to suggest Firzite, Satinlac and Weldwood Glue. Easy to use...widely advertised in the Saturday Evening Post and 29 other publications, these 3 Wizards with Wood are showing very nice profits, indeed, for dealers who feature and recommend them.

UNITED STATES PLYWOOD CORPORATION, New York 36, N. Y.

and U. S.-MENGEL PLYWOODS, INC., Louisville 1, Ky.

Branches in Principal Cities — Distributing Units in Chief Trading Areas



Superlite®

HELPS YOU SELL THESE BEAUTIFUL WALL AND CEILING PANELS...

Superlite is all-wood hardboard with a gleaming, durable, baked-on plastic finish. It sells on sight from a colorful, wall-hung display board. Colorful literature and sales-tested ad mats bring prospect to you. Complete instructions for the do-it-yourself customer in every shipment.

Superlite is super-easy to install. It goes over cracked plaster, old paint, old wallpaper. No special tools required. Single panels 4 feet wide, 4 to 12 feet long in modular sizes . . . 5/32 inch thick . . . easily cut to fit smaller wall areas. Just apply adhesive and press them to the wall.

Wipe clean with a damp cloth. No redecorating — the finish lasts and lasts.

Four patterns — solid tone, 4-inch tile squares, horizontal lines 8 inches apart, and leatherwood. Twelve decorator colors — pastel yellows, blues and greens, bright wake-up colors, white and black.

Stock fast-moving Superlite today. Details on request.

SUPERIOR WALL PRODUCTS COMPANY

4401 N. American Street, Philadelphia 40, Penna.

NORTH: A. P. Brunet, Box 811, Springfield, Massachusetts

SOUTH: E. W. Proctor, Box 266, Columbia, So. Carolina

WEST: Otto Nachlas, 702 Melrose Bldg., Houston 2, Texas

TABLE I. Colors of Superlite Wall and Ceiling Panels

FIELD COLOR	LINE COLOR	STOCK NUMBERS		
		SOLID TONES	4" x 4" SQUARES	8" PARALLEL LINES
White	Gray		105	1050
White	Red		115	1150
White	Black	25	125	1250
Ivory	White	35	135	1350
Chinese Red	White	45	145	1450
Suntan	White	50	150	1500
Yellow	White	55	155	1550
Aqua Green	White	60	160	1600
Chinese Blue	White	65	165	1650
Jet Black	White	75	175	1750
Gray	White	80	180	1800
Apricot	White	85	185	1850
Cream	White	90	190	1900
Turquoise Blue	White	95	195	1950

SUPERLITE LEATHERWOOD

Beautiful hand-grained simulated Spanish leather for game rooms, bars, hallways, breakfast nooks. Size: 4x8 feet. Colors: Tan, green, blue, red.

TABLE II. Sizes and Shipping Information

SHIPPING DATA	Sheet sizes (all sheets 5/32" thick)			
	4' x 4'	4' x 6'	4' x 8'	4' x 12'
Sheets per crate (mixed colors & designs permitted)	15	10	6	4
Sq. Ft. per Crate	240	240	192	192
Pounds per Crate	218	220	183	192
Size of Crate	50 1/2" square 3 1/4" thick	50 1/2" x 74 1/4" 2 3/4" thick	52 3/4" x 99 1/4" 1 1/2" thick	52 3/4" x 148 1/4" 1 1/2" thick

WALLBOARD CEMENT: A superior quality adhesive assuring permanent bond to wall. One gallon covers approximately 65 square feet. In 5-gallon cans, 1-gallon cans (4 to a carton), and quarts (12 to a carton.)

WALLBOARD POLISH: Cleans and waxes in one easy application. Wipe it on, let it dry, wipe it off. In 1-pint cans (12 to a carton).

WATERPROOF BEAD COMPOUND: Easy-to-use tubes. For sealing metal trim in moisture areas. Must be used in all channels in tub or shower area.

TOUCH-UP: Small bottles with touch-up brush. Matches field and score line colors.

MOULDINGS: Aluminum or stainless steel moulding or trim in 4, 8 or 12 foot lengths packed in tubes containing 120 feet of one type. Tub bead in 10 foot length only.

Hardboard mouldings in 4, 6 or 12 foot lengths in black finish only. 20 pcs. caps to carton, each 1/4" x 1 3/4". 10 pcs. base to carton, each 1/4" x 3 7/8". Also wood cove in random lengths.



IT'S TIME TO GET in on the Big Swing to MASONITE SIDING

Are you "in" on the most exciting new product to hit the building materials field in many a moon? The building trade—and home buyers, too—have responded rapidly to new, packaged Masonite Siding. And, there are ready profits to be made in this big footage item. If you haven't yet ordered your supply—there's still time to stock up for the summer's building rush. Get in touch with your wholesaler or Masonite representative right away.

Here's why
MASONITE SIDING
is the Big News
of 1953

Better hardboards
for better profits



**MASONITE®
CORPORATION**

Dept. SBS-5, Box 777,
Chicago 90, Illinois

"Masonite" signifies that
Masonite Corporation is the
source of the product



Attractive. Shadowline wood strips for deep shadow effect. Choice of 3 widths: Conventional 12", wider 16" and extra-wide 24". In $\frac{5}{16}$ " or $\frac{1}{4}$ " thicknesses.



Smoother. Perfect paint base. Takes less to cover, holds it longer. Smooth, grainless surface won't crack or check paint. Repainting is extra years away.



Stronger. Resists dents, bumps, scrapes, etc. An all-wood hardboard, it won't split, splinter or crack. Won't push nails out.



Out-weathers the weather! Good in any climate. Won't decay or corrode. Keeps its good looks through the years.



Economical. No short random lengths. Consistent quality all through the 8', 10' and 12' lengths. Goes up fast. Fewer joints. Works easily.

Have you enough MASONITE SIDING to meet the demand?

FOR FINEST

Architectural Quality Redwood



with HIGHEST GLUE-HOLDING ABILITY

SPECIFY PALCO CERTIFIED DRY REDWOOD

No other wood surpasses Redwood in gluing properties, and few begin to equal it. Along with this natural advantage, PALCO *Architectural Quality* Redwood offers highest uniformity of texture, grain and seasoning—with greatest dimensional stability and minimum shrinkage. For highest ability to take and hold different types of glue under different methods of application without special treatment, insist on PALCO *Certified Dry* Redwood—It's the best by every comparison, and yet costs no more.

*For a comparative analysis of Redwood's outstanding qualities,
write for Redwood Data Book "JG," today.*

**PALCO Redwood is tops
in ALL these qualities**

- ✓ High Dimensional Stability
- ✓ Low Swelling and Shrinkage
- ✓ Finest Paint Retention
- ✓ Greatest Durability
- ✓ Good Workability
- ✓ Glue-holding Ability



THE PACIFIC LUMBER COMPANY

The best in Redwood—Since 1869

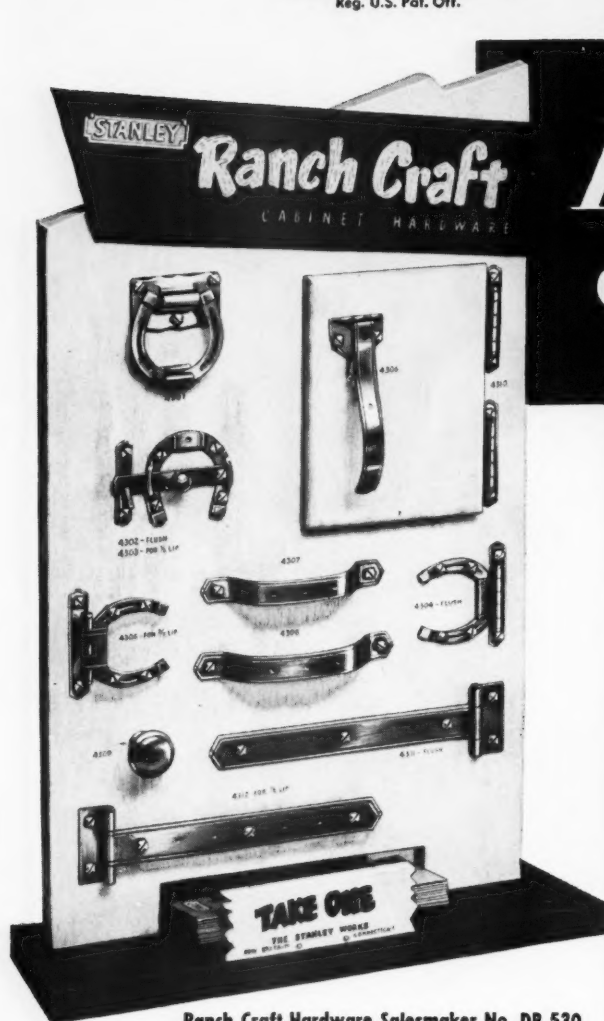
Mills at Scotia, California

100 Bush St., San Francisco 4 • 35 East Wacker Drive, Chicago 1 • 5225 Wilshire Blvd., Los Angeles 36

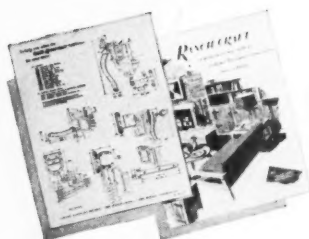
MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

STANLEY Announces

Reg. U.S. Pat. Off.



Ranch Craft Hardware Salesmaker No. DB 530
Size: 21" x 12". Includes pocket for descriptive folders.
You pay for hardware only.



Four-Color Brochure

Pictures Ranch Craft in typical, sales-making settings. Every item illustrated. Ask for folder F35.

Handy Pocket-Size Folder

Shows the full line in color. Space provided for dealer's imprint. Ask for folder F37.

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dramatic . . .
different . . .**

Inspired by the Ranch-type house

It's here . . . now . . . for you—the first *really new* idea in Cabinet Hardware in years. Previewed recently by editors of leading women's and home service magazines, Stanley Ranch Craft Hardware already has obtained recognition for its unique design and styling.

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**Ask your Wholesaler for information
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It will sell!**

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HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

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Full Page Advertisements in the leading farm magazines in the South and Southwest help sell two ideas: that fence is an important tool that will aid in increasing farm production; and that American Fence is the fence to buy for long life and superior service.



T.C.I. has always maintained a Creative Selling program to help U-S-S Dealers get the largest possible share of business out of the available market.

With the coming of a buyers' market, we expect to intensify our efforts to help our dealers, not only to maintain, but to increase their business. Each specific aid is part of an integrated plan to focus customer attention on the U-S-S Dealer's store and stimulate sales of all U-S-S Steel Products.

Tie in your own promotion with ours whenever possible. Use the Dealer aids that are available. Display the U-S-S Dealer Emblem prominently in your store. Then your customers will know where to look for the best values in steel products for the farm and home.

Radio Programs on 10 stations regularly bring the farmer the news that is valuable to him as a businessman—crop news, live-stock information, market and weather reports, and other facts which can make his operations more productive. These programs remind farmers of American Fence and Tennesseal V-Drain Roofing at the time their minds are fixed on farm problems.



Free Plan Service continues to offer farmers blue prints of the most modern labor-saving farm buildings. These plans may only be inspected in the U-S-S Dealer's store and obtained, free, through him. This service brings dealer and customer together while farm improvements are still in the planning stage.

Promotional Aids such as newspaper mats, memo books, broadsides, and color films and slide presentations which the U-S-S Dealer may offer to local farm groups, clubs and schools, may be obtained through our Advertising Department. Please write for specific information.



Farmers and Ranchers Handbook, 64 pages of helpful agricultural information as well as facts about U-S-S Steel Products, is available, with U-S-S Dealer's name and address printed on the cover, for distribution to customers.

TENNESSEE COAL & IRON DIVISION, UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA
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U-S-S AMERICAN FENCE
U-S-S TENNESEAL V-Drain ROOFING

UNITED STATES STEEL



dealer profits



*direct from
the "BOSS"*

Note the smart, modern flush surfaces of these new Curtis cabinets. Hardware is furnished and hinges applied. Installation time is cut to a minimum.



with the new Curtis *Woman-Designed* kitchens



"Why didn't somebody think of it before?" That's what women all over the country are saying about the new Curtis woman-designed kitchens. For here, at last, are beautiful wood kitchen cabinets embodying the 53 features which Mrs. Housewife, "Boss" of the kitchen—wants most.

There's a big trend toward natural finish kitchen cabinets—and so the new Curtis kitchens are available in *natural birch* or finish coated in white, ready for decoration in colors of the

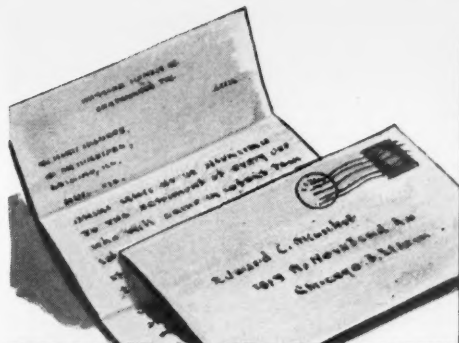
owner's choice. And under the beautiful surface of these wood cabinets, there's a host of ultra-modern conveniences—revolving shelves, swing-out shelves, special tray units, special "island" cabinets, and many others.

With these new Curtis kitchens and many other new Curtis Woodwork products, Curtis dealers today are offering the most modern kitchens and other woodwork available. No wonder they're in a position to get the *cream* of the business.

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Clinton, Iowa

A Department of Curtis Companies Incorporated

Clinton, Iowa • Wausau, Wis. • Chicago, Ill. • Sioux City, Iowa
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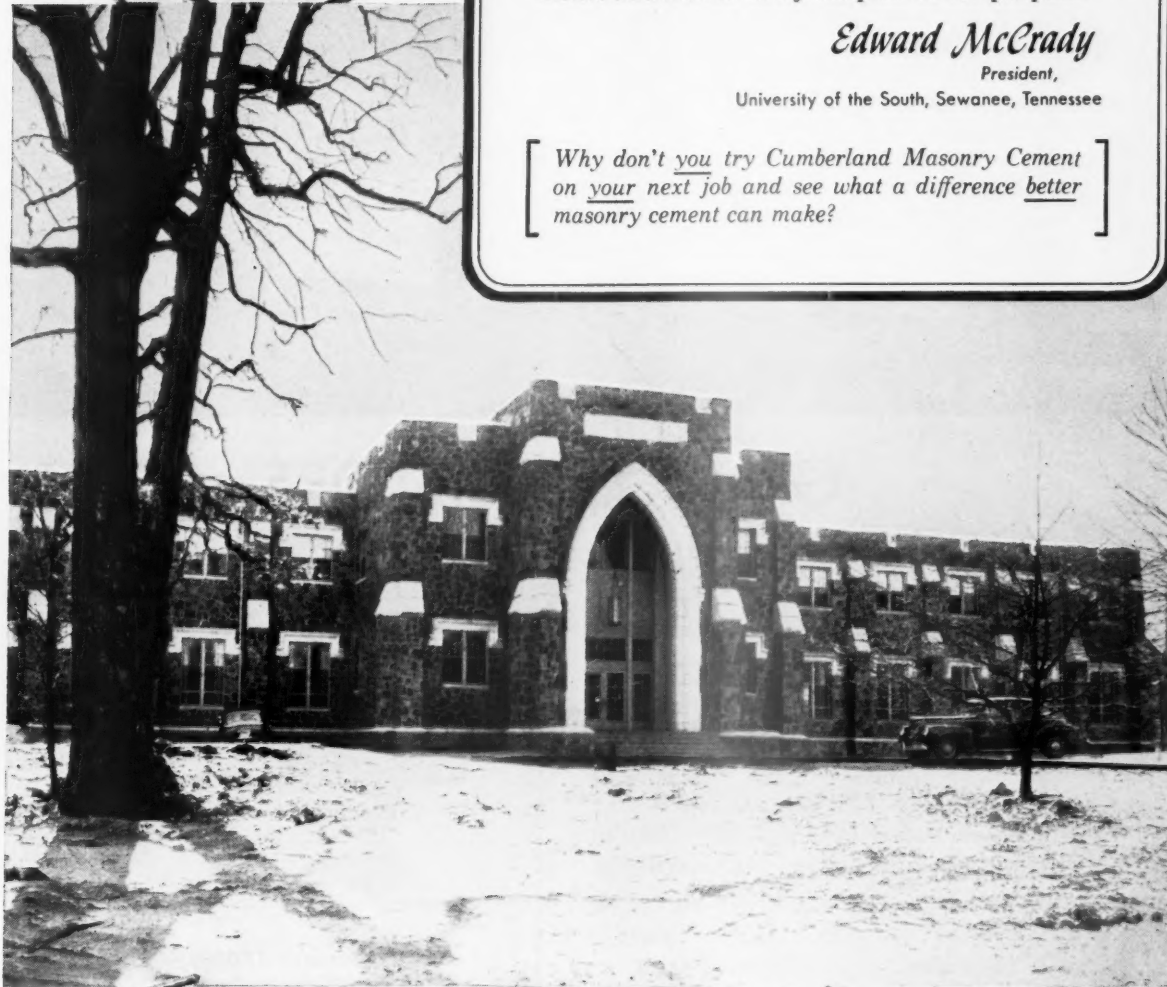
"The University has been very particular during the past years in carrying on our building program. All of our structures are built of local stone, and it is imperative that we have the strongest mortar sold on this market and also the color must blend with our native stone. We find Cumberland Masonry meets our requirements and is admirably adapted to our purpose."

Edward McCrady

President,

University of the South, Sewanee, Tennessee

[Why don't you try Cumberland Masonry Cement on your next job and see what a difference better masonry cement can make?]



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PORTLAND CEMENT COMPANY
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Portland — High Early Strength — Air Entraining — Masonry

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.



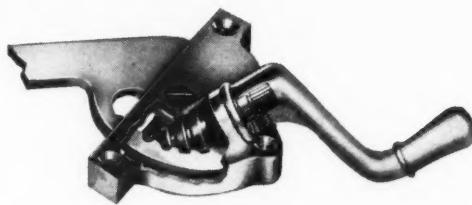
GETTY OPERATORS *Open-and-Shut* CASE

Check the evidence yourself. Getty operators are used on more casement windows than all other operators combined!

Your customers will like their easy, free-turning action—their fingertip control over window operation—their positive locking at any window position.

And *you* will like handling a product that offers years of trouble-free service.

On new construction or remodeling the final verdict is: Getty operators are best for all metal or wood casement windows. Recommend them!



Getty Operator 4703W is the only internally geared operator on the market for wood casements. This exclusive feature permits the entire length of the worm to engage the gear teeth at all times—assures smoother operation, longer life.

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Southern BUILDING SUPPLIES

MAV, 1953
Vol. 8 No. 5

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NATIONAL BUSINESS PUBLICATIONS



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TOO!"**

Call, write or wire today
for information on how you
can add this profitable seller
to your stocks.

BURNS MANUFACTURING CO.
LOUISVILLE • GEORGIA

**The horizon fairly glows with
promises for the future under**



Dynamic Business – Our

By CRAWFORD H. GREENEWALT

President, E. I. du Pont de Nemours and Company, Inc.

SINCE THE TURN of the century, the American business system has given our people a standard of living that is the envy of the world. It has made us strong enough to be the global guardian of freedom. The horizon fairly glows with promises for the future.

How far have we come since 1900? The statistics are impressive. Here are a few from a study just published by Professor Frederick C. Mills, of the National Bureau of Economic Research:

1. During the decade ended in 1950, we produced five times as much as we did in the decade 1891-1900.
2. This five-fold production required only an 80-per-cent increase in total man-hours of labor.
3. The output per man-hour of labor has nearly tripled in the half-century.

This means the American people are producing more wealth with fewer hours of work than our grandparents ever dreamed could be possible. It isn't because we are stronger, bigger, or work faster than our grandparents. New and better tools and methods, the creation of an ever-expanding industrial plant, the unceasing search into the unknown—these have given our people a fantastic reward.

The material benefits of this quintupled production of goods and services are apparent wherever we look. In food, clothing, shelter and transportation, and in ease, convenience and comfort, the standards of even the most modest American home go steadily upward. What is initially hailed as a modern convenience quickly becomes a modern necessity. Where else in the world could an Official Consumer Price Index include such items as television sets and beauty parlor services?

In sociological terms the change has also been marked. Fifty years ago there was a great difference in living standards between the working man and the owner of a factory. They lived in different neighborhoods, wore different kinds of clothes, and had a widely different degree of comforts and diversions.

Today they eat much the same meals. They drive to work in comfortable, dependable automobiles; one

may ride in a Ford and the other in a Cadillac—but both travel well. Either may spend his vacation in Florida or in the Rockies. Their homes may differ in size, but they differ little in comforts for the family—both have automatic heating units and modern equipment of all kinds in the laundry, kitchen, and bathroom. They wear virtually the same clothes, and so do their wives. Both see the same television programs on the same kind of set, attend the same concerts and ball games. It is the only country in the world where this situation exists.

Since 1900, our life expectancy has increased by nearly a quarter of a century. Diseases which once were almost certain killers have been conquered. American boys and girls go on to college where their grandparents had to start work at the grade-school level. The work week has fallen from 60 and 48 hours to a 40-hour standard. Mechanical appliances and revolutionary methods of preserving and packaging foods have emancipated women from the kitchen—and they now take an active interest in business, sports, and civic affairs.

All of these gains are by-products of business progress. If this is disputed by fellow-thinkers of the left wing, let them try to institute by law or government fiat a 40-hour week for the workers of Red China. It would bring rebellion or starvation. Without tools and machinery, the people of China can't produce enough to keep themselves alive without working longer hours. Nor was the shorter work week attainable by our own grandparents. Social reform stems from productivity—it is never the root.

Even the boldest of us would have difficulty forecasting the full brightness of the future if American business is permitted to continue its development in freedom. There is no evidence that the prophets of 1900 foresaw air-conditioned trains, fine fabrics made from air, water and coal, super-highways traveled by sleek automobiles, or man-made rainstorms. Certainly they didn't envision intricate industrial plants where workmen watched gauges and were safer from

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Best Guarantee of Progress

No. 6 of a series on problems of business and government

accident than in their own homes. Nor could they have foreseen the splitting of the atom to release energy terrible in war, but with vast potentials for peace.

But even the prudent may assume with confidence that today's industrial laboratories are testing formulas that could bring progress as spectacular in the last half of this century as we have witnessed in the first. For instance, half of the du Pont Company's sales last year were of products unknown or in their commercial infancy 20 years ago. Yet our company spent \$50,000,000 for research in 1952, and will spend at least as much for that purpose this year. Other firms, large and small, attach equal emphasis to the importance of research and development. They must if they are to meet their competition and survive.

For competition, in the last analysis, is the spark which ignites our business system. There would be no progress if business were content to sell the same products, made in the same way, at the same price to the same market. If any firm tried to do that in America, it would quickly discover that a competitor had developed a new or better product, or had found a way to manufacture the old product at less cost for sale at a lower price. The customer naturally would buy from the competitor. The standstill firm would go out of business.

As long as men are free to seek reward through their own productive effort, the United States will never cross its last frontier, nor stagnate in a "mature" economy. A dynamic business system is our best guarantee of progress and a better life for all.

In recent years, Socialists in theory and practice have conducted a running attack upon American business and businessmen. Their theme is that "government could do it better" than free men operating in a free economy. They found converts in recent Federal administrations. With skill and cunning they used the government's powerful propaganda machinery and its rich treasury to build up a substantial following among the general public.

The American people can be thankful that their



MR. GREENEWALT, who joined the du Pont organization as a chemist immediately following graduation from M.I.T. in 1922, has had an important part in many of the company's most notable achievements, including its contribution to the government's atomic energy program. Widely recognized as one of the nation's outstanding industrial leaders, he has been president, chairman of the Executive Committee and a member of the Finance Committee of the du Pont company since January 1948.

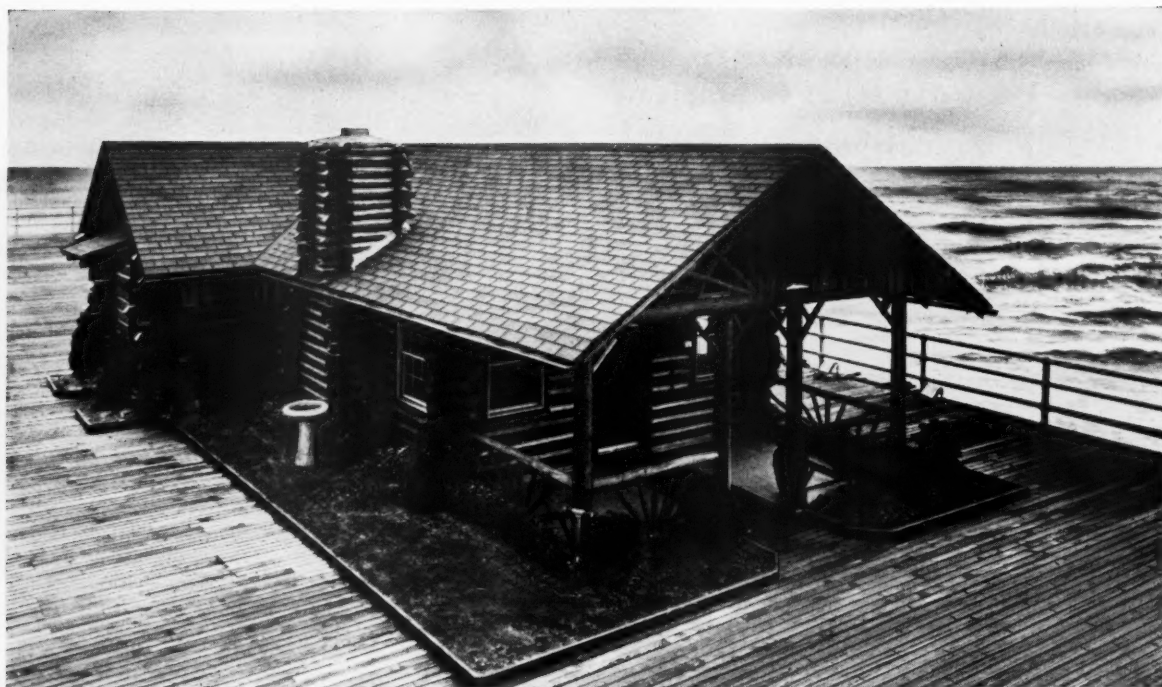
Congress, refusing to be swept off its feet, rejected many of the Socialist proposals which were advanced. Steps were taken, nevertheless, that already have hampered and could interfere seriously with the business development that is essential for continued progress.

Tax laws have been written, for example, which retard business development and destroy incentive. The misnamed "excess profits tax" discourages industrial growth and the introduction of new products. It is due to expire June 30, 1953, and it is to be hoped it will. If it had not been a temporary expedient, we would already be experiencing its dulling effects. If it is continued, we shall certainly feel them.

(See DYNAMIC BUSINESS page 76)

The Fury of Ocean Gales

COULDN'T HARM THIS
WOODTEX ROOF!



This model house—on a pier out over the Atlantic Ocean—was roofed with WOODTEX Asphalt Shingles. They were subjected to rough, tough weather all year long—nor'easters, the sun's blazing heat, vicious high winds, freak storms, and a salt-saturated air 24 hours a day. Result? Not a shingle was lost or damaged—the roof was as snug and secure as

the day it was put on the house.

These fire-resistant shingles are rugged—the built-up grain adds far more than beauty, it provides reinforcing ribs for extra wind resistance, strength and weight—250 lbs. per square. That makes WOODTEX a heavyweight champ, ideal for roofing or re-roofing!

And what colors to choose from—

green, gray, red and brown blends, pastel blue and pastel green blends, two-tone green, and two-tone black.

If you're looking for a shingle that can take a beating and one that's a beauty too, then by all means make it WOODTEX. This exclusive Certain-teed shingle is a profitable shingle to carry and promote, an easy shingle to sell!



Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain... Satisfaction Guaranteed

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ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 East 42nd Street, New York 17, N.Y.

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• GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS

• ACOUSTICAL TILE INSULATION FIBERBOARD

THE DIFFERENCE that relocation and enlargement of the store and office space made in Krause & Managan's plant in Crowley, La., is quickly seen in these "before and after" photos. Now it's easy for passersby — on the front or side street — to see that this is a building material department store and to park quickly in front. Roman brick columns, redwood paneling atop wide plate-glass windows, glass-block entrance — are continuing displays of this dealer's wares.



Store traffic more than tripled with 'KINETIC' MERCHANDISING

AS YOU probably learned in high-school physics or science, "kinetic" means "pertaining to, or imparting, motion; active." Kinetic Merchandising is the kind that goes on in the remodeled and enlarged building material store of Krause & Managan, Inc., in our nation's rice center—Crowley, Louisiana.

(Visitors and customers also find large measures of Kinetic Merchandising in this line-yard firm's branches at Sulphur, DeRidder, Jennings, Lafayette, New Iberia, and in the headquarters store at Lake Charles.)

"The completely 'New Look' that makes Krause & Managan so attractive these days is a real addition to the business scene in Crowley. We commend Mr. Core and the entire force as well as the other Krause & Managan officials for this forward step in assuring the progress of this pioneer firm. Surely the enhanced quarters,

larger and more attractive, mean big things for the company and its future. We congratulate them all and wish them the very best for always."

Headed "Our sincere congratulations to our good friend A. B. (Bud) Core and to Krause & Managan," the above statement was the text for an advertisement that appeared in the November 3 issue of the *Crowley Daily Signal* over the joint signatures of this firm's five local competitors and contemporaries!

Before it was overhauled and streamlined into a modern building material department store last fall, the Krause & Managan plant in Crowley had more of the essentials for materials merchandising than the average lumber yard now has. But now it is as attractive as any retail store of any kind in southern Louisiana, thanks to the progressive planning of Bud Core,

who has been manager since K & M bought the Crowley yard in 1933.

In planning the modernization and enlargement of this store, Core followed four cardinal rules in modern materials merchandising:

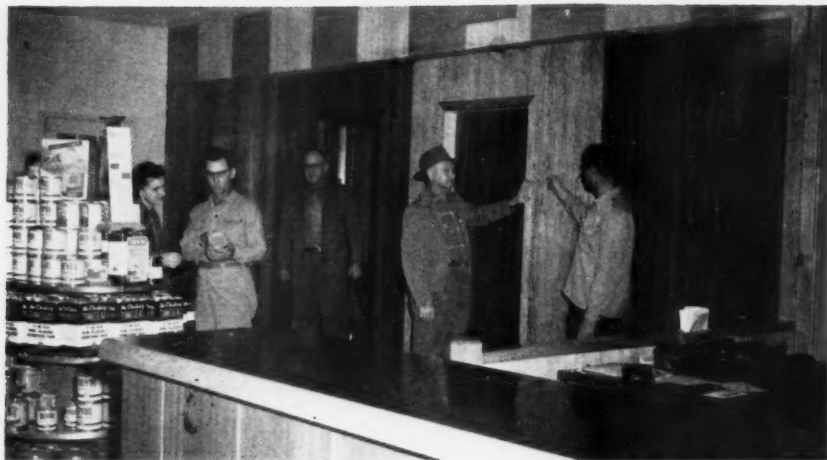
1. Open up the front of the store and identify it with signs so the public can quickly see what the firm sells.

2. Display all the principal types or kinds of materials and supplies, so callers can easily know the wide variety of items available.

3. Display the more popular materials and equipment in use, so customers can decide which best meet their needs and how they will look installed.

4. Keep your store, warehouse, and other premises "as neat as a pin," so they will be inviting to women customers as well as cultured men.

The most outstanding aspect of



ORDERS FOR fancy paneling have increased substantially since Manager A. B. (Bud) Core designed his remodeled store with plenty of "in use" displays of plywood and lumber specimens. At left, he comes from his office as salesmen help customers select the paint and paneling they need. Photo on cover shows Core and an aide checking the grain-etched paneling that fronts the wide sales counter in the store.

the remodeled K & M store in Crowley is the colorful and handy display of fancy lumber and plywood paneling that Core installed.

At the left of the sales counter, the rear store wall is paneled with American elm, medium figured red gum, quarter sliced Korina, plain sliced American walnut, and select curly birch plywood.

Panels installed on the right rear store wall include African mahogany, unselect birch, rotary cut red oak, Philippine ribbon-striped mahogany, vertical grain Western red cedar plywood.

Manager Core's office is paneled in Philippine ribbon striped mahogany and striated plywood.

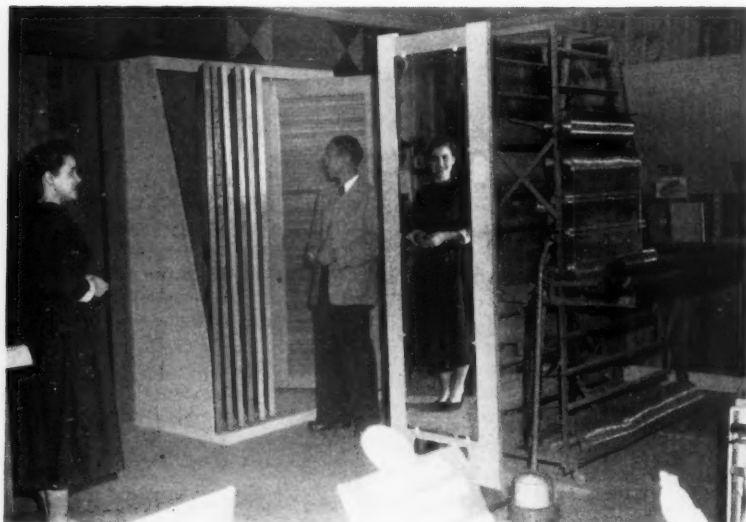
The hardware counter on the right side of the store is faced with panels of imported birch, dark African mahogany, ash, light mahogany, and grain-etched plywood.

The front sales counter, pictured

on our cover this month, displays on its face five colors of "Amer-wood" grain-etched paneling,

"Plankweld" Philippine mahogany, and grain-etched plywood.

(See KINETIC MERCHANDISING! p. 94)



THE CROWLEY store of Krause & Managan, Inc., makes maximum use of functional displays and dispensers of materials. Door-length mirrors, replacement doors, screen wire almost sell themselves from the displays seen at left. In background is hardware storage section. Hardware stock is grouped in kitchen cabinets with types printed on doors. Atop the island display, seen above, cabinet and builders hardware confront customers as they walk into this modern store. Such merchandising reminds customers of things they need and provides an impulsive selection.



ALUMINUM—*tomorrow's expanding market*

THE LARGEST single customer of aluminum producers, the construction industry already uses about one-third of the total aluminum output. From the greatly-increased production facilities of the several aluminum companies, the Reynolds Metals Company anticipates that, within five years, the construction industry will consume at least 2,000,000,000 pounds annually.

For ornamental effects, many architects are expressing preference for aluminum because of its better corrosion resistance and its "white" appearance.

The various uses for aluminum in construction can be broken into eight general classifications, covered as follows in order of their present importance. Note that this relationship is expected to change. For example, it is anticipated that walls, partitions, and ceilings — now in sixth place — might easily turn out to be first or second in importance before long.

Roofing and siding are estimated to account for 200 million pounds of aluminum yearly. This is about 40 per cent of the total quantity of aluminum going into building and construction. Manufacturers predict that it might rise as high as twice this amount in the next few years.

Windows and accessories include many different types of windows, as well as frames, awnings, shutters, and ventilators. About 95 million pounds of aluminum went into this classification of products during 1950 — almost 20 per cent of that used by the industry.

Of all the windows manufactured of various materials, only some 12 per cent are presently made from aluminum. This indicates a tremendous potential in this single application. It is estimated that 175 million pounds can reasonably be anticipated for use in these products in 1953.

General construction products cover such items as builders hardware, duct work, fire escapes, lighting fixtures, and similar uses necessary for buildings, yet neither structural nor ornamental. Current rate of consumption for these items

is 48 million pounds yearly—about 10 per cent of the total amount of aluminum used by the construction industry.

It is expected that builders hardware alone will expand so fast that four million pounds yearly will be reached soon and eventually a rate of 10 million pounds, when current development work by hardware manufacturers has been completed.

Aluminum fire escapes are a particularly interesting new application in this group. Many municipalities are modifying pres-

ALUMINUM was approved for use on the fire escapes at the Somerset Court Housing Development in Baltimore, Md. Over 250,000 pounds of aluminum extrusions, rod, bar, and plate went into this job — an increasingly important use of aluminum. Above is a typical farm building with an aluminum roof. Freedom from maintenance work is selling this product to many farmers.



ent building codes to permit aluminum for fire escapes. Reynolds anticipates that over 107 million pounds of aluminum will be going into general construction products this year.

Ornamental products. The aluminum industry put about 30 million pounds into this field in 1952. It should jump to 47 million pounds within the next two years. These products include chalk troughs and blackboard moldings, elevators, moving stairways, grillwork, handrails, marquees, spandrels, and ornamental fixtures.

Pre-fabricated buildings include storage bins, utility buildings, garages, aircraft hangars, residential housing, and similar structures, fabricated in part or entirely before erection. Total consumption during 1950 was 21,500,000 pounds.

The first all-aluminum aircraft hangar is in Britain. It is 125 feet wide, 110 feet long, and 30 feet high. The aluminum trusses were assembled on the ground and easily raised into place. This cut construction costs considerably.

Walls, partitions, ceilings: While in sixth place now, this market can well become one of the first three within a few years. Present aluminum consumption for this purpose is 15 million pounds a year. The estimated potential is 60 million pounds a year.

This large increase is foreseen in the present interest in curtain-wall construction. This type of construction, which is somewhat new, involves hanging the exterior walls of a building on the structural framework of the building. Since the wall is supported on the framework rather than being self-supporting, it can be far thinner than for the conventional type wall.

Doors and store fronts: This outlet currently requires 10 million pounds a year. The anticipated potential this year is 25 million pounds because these applications now are well accepted.

Highway equipment: Included here are bridge railings, bridge floorings, bridge structure, and light poles. While recent surveys show no significant usage of aluminum now, it is estimated that about 5 million pounds yearly may be required in 1953. Two well-known bridges have been built of aluminum — a bascule bridge in England and a standard single-span highway bridge in Arvida, Canada.

In remodeling work, aluminum is expected to play an increasingly important role — especially for

ceilings. "Drop" ceilings are being built by suspending sheet aluminum several feet below the old ceilings to add space for air-conditioning ducts, wiring, and the like. This sheet is perforated with 1/8-inch diameter holes in a diamond pattern on 5/16-inch centers, then corrugated with 7/8-inch corrugations on a 2½-inch pitch.

Panels are positioned on T and channel-shaped sections suspended by wires.

Sound-absorbing blankets are placed on top of the aluminum panels. Sound travels through the holes in the aluminum ceiling to be absorbed by this acoustic material. Because of the lightness of aluminum, no appreciable weight load is added to the building structure.

Sash and Door Firm Collects 17-Year-Old Debt

P. U. Ullom, manager of the Sweetwater (Tex.) Sash and Door Co., reports that a New Mexico man has paid a 17-year-old bill he did not owe personally but had promised to stand behind.

Ullom was surprised recently when this man wrote him for the balance on the debt. Ullom's records had been lost in a fire but an old letter revealed a balance due of \$75 on a \$200 debt, incurred by two men who now are dead.

Manager Ullom wrote the man that "certainly there never was a legal obligation on your part and if there had been it long ago has been barred by limitation. It renews the faith of some of us older ones and inspires some of the younger ones to find a man like you."



A POPULAR new method of remodeling old buildings is shown above — applying sheet aluminum in a dropped ceiling below the old one. Noise goes through the holes and is absorbed by an acoustic material applied to the old ceiling above. Pictured below is another growing use of aluminum — framework for wall partitions inside homes, stores, factories, institutions. The smaller framework takes up less room, looks more streamlined. It can be fastened together for easy removal and other use later.



1 Model Kitchen + 2 Salesmen = \$400,000 APPLIANCE SALES

WHEN R. O. Woodson opened his lumber yard in 1948, he decided that the first major expansion he would make when finances permitted would include an appliance department. He saw so many opportunities to sell appliances while selling building supplies that he was sure electric appliances belonged naturally in a lumber and building supply store.

Early in 1951, this Corpus Christi, Texas, firm added a wing to the sales room for an appliance department.

During the first year, the company's appliance sales volume amounted to over \$400,000. The second year promises a considerably higher figure.

These sales were all handled by just two men—Carl Cagle, appliance department manager, and one salesman.

No sales are attempted via the doorbell route. "We have found so far that there are more practical ways of obtaining leads," Woodson pointed out. "In the first place, we build quite a lot of homes ourselves. Obviously the buyers of these homes are good appliance prospects, and we are in on the ground floor."

The Woodson Lumber Company built 150 homes in 1952, each containing 840 square feet of floor space, to sell for \$7,000. Owner Woodson has sites and plans for an additional 295 larger homes this year and next.

When the company supplies lumber and building materials for a new home or a major remodeling job, the name of the home-owner

goes to the appliance department for a salesman to follow up immediately. Many excellent leads come from customers themselves, especially those who buy Woodson-built and Woodson-furnished homes.

Located on a wide street far out of downtown Corpus Christi, with plenty of parking space, the Woodson store has a natural appeal for drop-in customers. And the modern store front, itself, helps to stop passersby.

The appliance department set-up provides a "live" demonstration of every appliance on sale—from percolators to deep-freezers. The center of this demonstration arrangement is a model kitchen.

This kitchen provides an ideal spot for cooking schools and mass demonstrations. Woodson takes ad-

vantage of every opportunity to utilize the service of factory demonstrators to attract housewives to the department. Such group demonstrations nearly always pay off, too, he declares.

Woodson sells most appliances on installment terms. He is not as liberal as he was at first in granting credit, but he does not believe he has lost any desirable business by exercising greater care in credit risks.

At first, he depended largely upon his own resources for checking a prospect's credit ability; now he leans heavily on the finance company that handles the paper.

This finance firm, a major operator in the Southwest, recently opened a Corpus Christi office—largely on the strength of the business handled for Woodson.

Cagle works on a drawing account and department sales commission. The appliance salesman is on straight commission.

Woodson exercised extreme care in selecting the two-man force for the appliance department. He says he would rather be drastically understaffed than to employ a salesman who is not a permanent resident and a substantial citizen.



MANAGER R. O. Woodson frequently studies his appliance department for possible improvements. Any appliance — from toaster to dishwasher — can be demonstrated here. Photo at left shows the recently-remodeled store front, with a sign that announces "appliances" in letters as big as those in the firm name.



THE HOUSE Doctor is out of the store nearly all the time. Tommy Bost, who is seen here with "Doc," takes his telephone calls and makes appointments. He gets between 20 and 30 calls a week.



Meet the House Doctor

Besides curing ailing houses, the "doctor" is making Seth's profit column healthier

HELPING PEOPLE to solve their problems is an excellent way to make steady friends — and customers!

That philosophy was largely responsible for Gordon Goodson's starting a "House Doctor" service last January in Lincoln, North Carolina. When a number of the good customers of the Seth Lumber Company asked who could replace a rotting screen or broken cement driveway, he made the company's "Lanky Planky" Calvin McClure an official D. H. (Doctor of Homes).

The service was started to accommodate people who needed small jobs done and didn't know a reliable workman to turn to. But in just three months it proved to be a big profit-builder by leading Seth salesmen to larger jobs and by selling materials to use for the House Doctor's jobs.

One lady sent for the "doctor" to do a job that took half an hour. But once that one was finished, she continued to find more until he had worked there three whole days!

There is a minimum charge of \$2 for each call. The Seth firm does not plan to make its profit on labor charges, but rather from materials sold and larger orders resulting from its greatly increased goodwill.

Frequently the House Doctor runs into prospects for larger jobs, which are handled as a remodeling job by other personnel. He is in so many homes that he also can keep a close check on families that may need improvements in the future, such as a new interior paint or wallpaper job or the addition of a major appliance.

The new service for making small repairs was announced to the public in a four-column newspaper advertisement that pictured a house being examined by Dr. Lanky Planky and his stethoscope. The yellow truck, with the company name and "House Doctor" and "Nothing Down—36 Mos. to Pay" painted on it, soon was seen running up and down Lincoln streets, stopping to make calls at various homes.

From the first week, the House Doctor received a "deluge" of calls — to replace cracked window glass, rotting sash, faulty locksets, cracked cement walks, and cabinet doors; to re-align sagging doors; to apply weatherstripping, and to waterproof basements.

When The Seth Lumber Company opened a branch store recently in Mount Holly, a newspaper ad announced that the "doctor" would be in that area for two days. Immediate response from the public

brought him so many "patients" that it was obvious that another "doctor" and "ambulance" would have to be added soon.

In conjunction with this new service, the Seth Lumber Company started a column in the paper in which the House Doctor answers questions about construction that are sent to him through the mail.

A typical question is: "How can I open a window that's paint stuck?"

The column has caused much favorable comment.



A. B. COVER, owner of the Seguin Lumber Company in Seguin, Texas, constantly uses the unique pencil holder seen in his hand, above. He got it in this way:

"A car-dealing friend was in my office when I was searching for a certain colored pencil. He said he would send me a pencil holder. And this is what he sent—an old distributor head from an eight-cylinder automobile, reclaimed from a trash box and cleaned."

For modern building exteriors, sell 'em ASBESTOS CEMENT SIDING

By HELEN G. MATTHEWS

ASBESTOS CEMENT SIDING provides an inexpensive way to give attractive exteriors to weather-worn, out-of-date dwellings. Most complete re-siding jobs of this material cost little more than a good paint job and will out-last wood.

Never lose an opportunity to stress the three main selling points for these sidings:

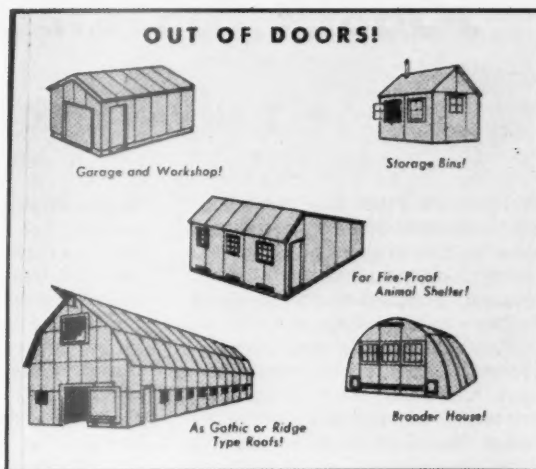
1. Low initial cost.
2. Low maintenance.
3. Fire protection.

The day has gone when "asbestos cement siding" meant a shingled appearance for the "doctored" home. The variety of forms in which manufacturers offer asbestos cement products makes them suitable for re-siding small development-type homes or the larger two-story homes built a generation or two ago—suitable for modern or more traditional architecture.

A clever salesman could re-do an entire neighborhood with asbestos without giving it the appearance of a housing project by using wavy- or straight-edge shingles, clapboard, 4' by 8' flat sheets, or corrugated sheets in the various colors and patterns offered.

Since asbestos cement clapboards

FARM buildings offer great potentials for selling asbestos cement sidings in flat and corrugated sheet form. Typical uses are shown here. Below, asbestos shingles are applied over worn clapboard to give this house a handsome new exterior.



and decorative sheets are less common—and appeal to many homeowners when shingles do not—the first step in a dealer's promotion should be to make the public well-informed through advertising of his complete line.

A new thinner, flexible type of board is frequently cut into strips for board-and-batten application. Three-inch wood battens are placed at the joining line of the asbestos cement planks, which are coated with a sealer. Then the entire wall

is painted with any good exterior house paint. This material is nailed and sawed like wood. It is flexible enough to fit around moderately-curved surfaces, a handy quality in remodeling store fronts and farm buildings.

The tinted flat sheets with a striated texture particularly suit modern architecture. Architects and designers are finding many uses now for the corrugated siding as a decorative touch to house exteriors. As modern architecture gains in popularity, dealers will have an opportunity to modernize older homes by the addition of more window area and applying a new siding.

The corrugated sheets should be especially promoted for remodeling farm buildings. They provide a sturdy wall that needs no paint or maintenance and keeps the building cooler in summer by reflecting the heat of the sun. They provide fire-proof shelter for animals and storage for grains.

If a customer prefers a slightly deeper course of shingles, this can be accomplished by using an insulating board sheathing under shingle courses. This permits exposing 11 inches of the shingle and also cuts down the number of squares needed to cover the house.

The retail dealer should be more than a siding salesman—he should be literally an "exterior decorator."

(See ASBESTOS CEMENT page 92)



How retailers benefit from JOBBER DISTRIBUTION

By S. M. VAN KIRK*



IT IS HIGH TIME that the wholesale distributor be recognized and assume his proper place in the orderly distribution of building material products from the manufacturer to the dealer.

The retailer has his trade association and the manufacturers have had their trade associations for many years. Through the National Building Material Distributors Association, we propose to develop a strong link in the chain of building material distribution, which not only will be of help to the retail dealer, but also to the manufacturer.

The manufacturers of the building products are doing a good job of creating the desire to use their wares. It is the distributors' job to serve them as efficiently and as aggressively as possible, as a warehouse connecting link between factory and dealer.

Effective distribution is fast becoming a dominant factor in supplying the building material dealer with the goods he needs to make a profit. In fact, whether he realizes it, the building material dealer sells so many items that he would go broke without the services of the wholesale distributor.

There are five definite benefits which we believe the jobber can give to the dealer through good jobber distribution. These benefits are explained below.

1. Quick Turnover of Merchandise

*S. M. VAN KIRK is secretary-manager of the National Building Material Distributors Association, Chicago. He previously had served as assistant manager of the Insulation Board Institute, as major in U. S. Army Engineers Corps, and in sales department of U. S. Gypsum Co.

dise. Certainly the wholesale distributor has reduced dealer inventory investments. Many more items can now be carried in stock by the dealer because of the jobber. In reality, the distributor carries most of the dealer's stock, particularly the slow-moving items, and that means profit in the dealer's pocket.

When a dealer buys twice the amount he should, because of a little extra discount, he is likely to have obsolescence in his stock and he may lose more than he saved in his original cost. The jobber can help him avoid this common pitfall.

The inventories of wholesale distributors ordinarily represent a huge 60-to-90-day stockpile of building materials and supplies. Besides acting as a protection against emergencies, this product reservoir is an economic shock-absorber for American business. Short, sharp jolts in the economic highway are absorbed and hardly felt by either the manufacturer or the retailer. Even the impact of major booms and depressions is cushioned to a degree that prevents many people from getting hurt seriously enough to be put out of business.

Whether the wholesale distributor likes it or not, he is the shock-absorber of commerce—and shock-absorbers can take an awful beating on a rough road, when the rest of the car hardly feels the bumps.

2. Merchandise When the Dealer Wants It.

Prompt service on many items is going to help the dealer give his customers better service and that is something the manufacturer can not always do. While visiting a jobber recently, we overheard this telephone conversation:

"Our truck is leaving the warehouse in about an hour. We can put this order on it and you will have it shortly after lunch." This instance may be the exception

which proves the rule, but it does give an idea of the possible speed in delivery of material by the jobber to the dealer. How long would it take to get the same material from its source of manufacture?

Years ago a retailer could carry a fairly large stock of a relatively few items. Few products had national distribution and a dealer's stock was simple. In the building industry then, most dealers sold only lumber products. As our standard of living rose, the lumber dealer found that he had to add additional products to meet the needs of his community. As his capital was spread thinner and thinner over a growing line of materials, the quantity that could be safely carried was continuously reduced.

Entirely as the result of jobber service, the most successful lumber dealers today carry little more than token stocks of many of the products they sell. They know that in most cases they can meet any unusual demands on an overnight basis through their wholesale distributor.

3. Credit on Current Supplies.

One of the greatest benefits the dealer secures from the jobber is his handling of the dealer's credit. The jobber is in a much better position to assume credit responsibilities than a central credit organization 300 or more miles away.

To insure maximum sales, the jobber must extend sufficient credit to the dealer. Yet, to have minimum losses, he must control credit. So, the next time Mr. Jobber

(See **JOBBER DISTRIBUTION** page 96)

Customers select this dealer's stock!

**"Let them help choose the merchandise
and then they are sure to buy it,"
says this progressive Texas merchant**

CATERING almost exclusively to "drop-in" customers, the Sligh Lumber Company, Waco, Texas, achieves a sales volume of over \$150,000 a year. Charles Sligh traces this success to two main factors.

First, the store occupies a building only three blocks from the main Waco shopping district, in a two-story automotive freight building that Sligh remodeled into a compact "under one roof" lumber yard shortly before World War II. This makes shopping convenient and attracts many women customers.

But more important than location is the fact that the showroom's \$25,000 inventory is based on a "want slip" system—dictated by customers themselves.

These want-slips are small mimeographed forms with space for the item requested, the name of the customer who wanted it, and for the salesman to jot down "remarks" about the request. Even if he sold the customer another item in place of the one requested, a want-slip is filled out and this information noted.

These slips are scattered around the store so that they are handy at all times.

The want-slip system has become familiar in many businesses to show items that are not stocked but are actually requested by customers. But Sligh has carried this

idea one step further—he constantly reminds his personnel at sales meetings to ask their customers to suggest merchandise even before they seek it.

This system gives the customer a sense of prestige to have his advice asked in planning the store's inventory. It also attracts many customers back into the store to buy some item each thought would be a good seller. Sometimes customers even ask how "their" ideas are working out!

Friday night or Saturday morning, Sligh personally goes over each want-slip that has been turned in during the week. This permits him to consider what to order the following week.

Special attention is given to those slips which indicate that the customer has been unable to find the item anywhere. Such a slip always includes the customer's name and telephone number. The company tries to get the item, even though it is not added to the regular stock. When the shipment arrives, that customer is notified.

Thus Sligh and his firm have gotten the reputation in Waco of being a source of many items not usually found in a lumber yard but obtainable through the courtesy and extra effort of Sligh personnel. This system of goodwill has turned many occasional

shoppers into regular customers.

Many items that are now kept in stock and attract regular customers, were added to the inventory because they were prominent on want-slips.

At one time, Sligh "wouldn't have considered stocking sporting goods." But due to inquiries about such merchandise, a sporting goods department was set up and now profitably sells baseball, football, tennis, badminton, fishing, hunting, and camping equipment.

The large inventory of power tools was stocked, tool by tool, in the same manner.

Drinking fountains and plumbing fixtures were other want-slip results.

Because housewives requested small cans of paint, Sligh's now competes with dime stores in small paint and varnish sales, plus the usual painting accessories.

Housewives are also responsible for the larger-than-usual garden tool department, lawn furniture, and a stock of glues for every purpose.

Sligh commented that "even the most illogical request sometimes leads to establishing a profitable line for our company."

Proof that his stock is suited to the needs of his community is available to Sligh through the recent decrease in want-slips. He and his seven salespeople try to get customers to suggest some item before they leave the store. But more recently, they are less and less able to think up anything that is not already stocked. Even "special order" merchandise is becoming rare.

ALL CUSTOMERS are requested to comment on merchandise stocks at the Sligh Lumber Co. Items not stocked are noted on want-slips that are convenient for salesmen throughout the showroom. Here, Dealer Charles Sligh goes over a week's supply of want-slips with a secretary before ordering new and additional supplies.



RENT CONTROLS in non-critical areas where they were in effect on April 30 will be extended through July. In critical areas they will be extended until next April 30, but exempt will be new construction and conversions that have been completed in these defense areas since February, 1947.

The brighter outlook for peace conferences with the Soviets had a bearing on the short control extension. Eisenhower has definitely taken the initiative, following the demise of Stalin, in insisting that the Russians prove their desire for peace by "getting down to business" on the basic issues.

Renewed peace conferences in Korea have raised the big question of what will happen to business should peace clearly come. A limited adjustment or recession is inevitable, but the basic factors undergirding present prosperity hold promise of continued good business because of the Eisenhower administration's prescription.

Our money supply is large, and liquid funds of individuals continue to increase. The population is rising, new households are forming though more slowly, and the labor force is expanding. State and local governments will spend more for roads, schools, and other needs.

Government policy makers are encouraging competition and venturing, with the assurance that success gains a real reward. To this end the administration aims to keep money plentiful, to permit increase of risk capital through tax cuts and revisions, and to abandon the New Deal policy of granting labor its every demand.

THE U. S. COUNCIL of the International Chamber of Commerce, declaring that "a mere continuation of past Reciprocal Trade Agreements legislation is inadequate in meeting present-day problems," has prepared a five-point action program to be included in a "Trade Expansion Act of 1953." It calls for:

1. Simplification of customs procedure and establishment of clear, consistent evaluation.
2. Reduction of tariffs unilaterally across-the-board, starting with a minimum cut of 20 per cent on January 1, 1954.
3. Repeal of preferential clauses, such as the Buy-American Act. This prevents Federal purchases of foreign goods unless they are 25 per cent below domestic price.
4. Gradual increase by a fixed percentage of import quotas.
5. Creation of a Citizens Commission on International Trade.

The Council observed that "underlying all is our deep conviction that the extension of trade, both domestic and foreign, is in the interests of the entire nation: its labor, its industry, its agriculture, and its consumers."

CONTENTING that "the legislation would tend to increase the cost of Federal public works construction; tend to limit competition for sub-contracts, and tend to increase the administrative responsibilities and costs of government without any benefits to Federal agencies," the Associated General Contractors of America have urged Congressional committees to vote down the proposed "Federal Construction Contract Act of 1953."

The act would require contractors to name their proposed mechanical specialty subcontractors and the amounts of their proposals on Federal public works projects.

REMOVAL of the maturity limit controls on FHA-insured and VA-financed homes and minimum VA loan down-payments on April 18 by HHFA Administrator Albert M. Cole eased the new housing market some, but not enough to suit the National Association of Home Builders. FHA loans can now run up to 25 or 30 years, depending on the amount of the mortgage. VA houses can be financed over 30 years.

NAHB has proposed to Uncle Sam that down-payments on FHA-insured loans be reduced from \$950 to \$600 on a \$9,000 house; from \$1,250 to \$800 on a \$10,000 house; from \$2,400 to \$1,200 on a \$12,000 house; and from \$3,000 to \$1,500 on a \$15,000 house.

NAHB also wants the repayment period on all FHA and GI home mortgages under \$12,000 stretched out to 30 years.

Yes, It's a House—"Solar Space" on Hilltop



Photo courtesy Barrett Roofing Division

ORIENTED SO that its principal glass walls face north and south, which allows the sun's rays to help heat it in winter, this unusual structure in Washington, D. C., is called a "solar-space" house by David Baker, the architect.

To achieve maximum flexibility, a structural system was employed to provide an independent load-bearing network of metal, concrete, and wood that is wholly independent of any walls for support. The first floor of the solar-space house is elevated and the utility and recreation rooms are placed on grade.

The first floor is cantilevered over

the ground floor, to give the house and its setting the maximum utilization of the outdoor area. Space beneath the cantilevered section on one side of the house can be used as a car port. Space on the other side is used for a paved terrace porch.

The dwelling is protected by a build-up "Specification" roof—a flat roof of felt, pitch and slag. This roof permits use of interior drains, eliminating the need for a costly gutter and downspout system. Clear, white slag was used as a roof surfacing as an aid to insulation by reflecting the intense rays of Washington's summer sun.

SUPPLY & DEMAND

THE CHALLENGE now facing the construction industry, according to the current issue of "Construction Markets," published by the U. S. Chamber of Commerce and edited by Lumber Dealer Norman P. Mason, "is the keeping up to date of a stock of 43 million non-farm family dwellings. The possibilities are exciting. Perhaps a whole new phase of the construction industry may develop because of the opportunities it presents.

"... The residential fix-up business may now be running over \$6,500,000,000 and we believe another \$1,000,000,000 or \$2,000,000,000 could be added to it. Such a total would make this activity more important than any other category of private construction activity except new residential building itself. . . .

"The need for more space outdoors all the other incentives for remodeling. For nearly 20 years we have been building houses smaller and smaller, while since the end of World War II the number of children has been steadily increasing. Only in the past year or two have we reached the point where there is a slight trend in the opposite direction. The little houses have become too cramped. Extra bedrooms are needed, and extra bathrooms, more play space, ample living and cooking facilities. Most of this demand will have to be taken care of by expanding and rearranging existing houses."

HOUSING STARTS in March were estimated by the Bureau of Labor Statistics at 97,000, or 7% less than in March '52. Non-farm dwelling starts for the first quarter totaled 245,000, compared with 246,500 a year before.

Housebuilding in March was estimated at a seasonally adjusted rate of 1,114,000 units a year. Final reports for 1952 showed 1,127,000 units started last year.

EXPENDITURES for new construction during the first quarter of '53 reach a record first-quarter total of \$7 billion, according to BLS estimates. After allowance for higher costs, this also was a record for work actually done on new construction.

Total new construction was 6.2% greater than during the first quarter of last year. Residential building activity accounted for nearly one-half of the 7% increase in private construction expenditures during the three-month period.

During February, retail lumber sales were up 7% from January but 2.2% under a year before, according to the NRLDA survey. Lumber stocks were up 4.5% from January and 1.0% greater than a year ago.

THE SALES of retail building material dealers were 4% greater for the first two months of this year, compared with '52. This was paralleled by a 2% gain in sales by wholesalers during the period.

The wholesale price index on lumber and wood products inched up 0.5% in March from February, to stand at 1.0% more than in March '52. The price index was 3.0% below January '51 under GCPR but 8.3% above June '50 (pre-Korean war).

THE NATIONAL lumber barometer for the week ending April 18 showed brisker activity than for several weeks running. Shipments were 2.5% above production, and new orders outpaced output 8.5%. Compared with the corresponding week of '52, production was up 3.4%; shipments, up 3.0%; new orders, up 11.4%.

In this picture, Western pine and Southern hardwood were most in demand, with oak and maple flooring pushing them. For Southern pine, shipments were 6.78% below, and orders 9.89% below, production for the week.

Actual production of Southern pine was 3.24% above the three-year average, but orders were off 6.97%, and shipments were down 3.76%.

AMENDMENTS to ICC service orders last month, as far as coal and building material dealers are concerned, resulted in the elimination of Saturday as a demurrage day until May 31, and the elimination of all types of open-top equipment except flat cars from penalty demurrage charges until June 30.

This will save some dealers some freight penalty charges. If cars are unloaded and returned promptly to the railroads, these suspensions may be extended indefinitely.

THE AMERICAN Institute of Architects will pay close attention to wood as a structural material at its 85th annual convention in Seattle, Wash., June 15-19. The choice of forest products as a major program topic was influenced by the convention site, the Pacific Northwest — stronghold of American lumber industry.

Noted representatives of the lumber research institutes, logging companies, forestry societies, plywood and timber industries and associations, will speak on their specialties as they relate to architecture in the three seminars. These will cover wood as a natural resource, wood processing, and structural uses of wood.

Lumber Sales Helps

To help lumber salesmen in the field, the National Lumber Manufacturers Assn. has published a bibliography of lumber industry literature for salesmen's use.

The booklet, "Lumber — Know It to Sell It" — was prepared under the direction of the special committee on sales training. It is indexed to cover appropriate phases of industry operations.

Copies are available for 25 cents from association offices at 1319 18th Street, N. W., Washington 6, D. C.



NEWS of the INDUSTRY

Costs Push Profits Down for Tennesseans

The sixth "Cost of Doing Business" survey, made by the Bureau of Business Research of the University of Tennessee, shows that the net sales of 74 retail building supply dealers in 1952 averaged \$373,198.06. Sales of the 85 dealers participating the previous year averaged \$385,502.28.

Total operating expenses amounted to 19.2 per cent of net sales—a rise of 0.4 per cent over 1951, so net profits before income taxes dropped 0.6 per cent. Average cost of materials sold amounted to 73.5 per cent, an increase of 0.6 per cent over the previous year.

Yard and warehouse expenses rose 0.4 per cent. Selling expenses—including salaries, commissions, advertising, and miscellaneous sales items—gained 0.2 per cent. Advertising expenses stood still—at 0.6 per cent.

Delivery expenses also remained the same—3.4 per cent of net sales.

The most significant over-all decreases were seen in shop expenses, which dropped 0.5 per cent, and in administrative and office expenses, which dropped 0.6 per cent. Chiefly accounting for lower office costs were drops in the percentage of over-all expenses for office salaries, which came down 0.3 per cent; building expenses, 0.2 per cent, and miscellaneous expenses, 0.1 per cent.

Taxes remained the same, 1 per cent, while insurance advanced 0.1 per cent.

Lone Star to Supply Carolina More Cement

Installation of a third kiln at the Lone Star, Va., plant of the Lone Star Cement Corp. is scheduled to be completed by November 1, with a production expansion of from 4,400 to 6,600 barrels of portland cement a day.

Ground was broken for the new addition on March 2—less than two years following activation of the new plant's two kilns in June '51. Like the kilns now in operation, the new one will be 340 feet long and 10 feet in diameter, complete with air-quenching cooler. These refractory-lined kilns burn selected raw materials at a temperature of 2800° F.

In announcing progress on the plant addition, Dwight Morgan, vice-president of the Lone Star firm's Virginia Division, said:

"We thank the people of Virginia

and North Carolina for the reception that our products have received—a characteristically friendly attitude which is deeply appreciated by our management. It forms the basis of the decision to expand our production at this time.

"Increasing our production facilities from 4,400 to 6,600 barrels of Lone Star cement a day at this Virginia plant will enable us to better serve the requirements of cement users throughout this area—particularly in North Carolina, for which this is the logical service point."

Now in New Orleans

The Eastern sales and administrative offices of the Rudiger-Lang Co. have been transferred from the Toccoa, Ga., factory to New Orleans, La., according to General Manager John F. Disimone.

The new office location is Suite 310 in the International Trade Mart, New Orleans 12, La. From it Disimone's staff will service accounts in the Southern, Mid-Western, and Eastern areas. Rudiger-Lang makes Roll-Away, Nu-Frame, and Tension-tite window screens.



W. RAY FRYE is now vice-president and general manager of the A & F Tileboard Co., Inc., of Alexandria, La. President Roy Flowers announced the executive promotion for Frye, who is a graduate of Tulane University in business administration. He has had extensive experience in banking, personnel, promotion, and institutional management.

\$200 Billion Outlay by Industry Foreseen

American industry will have to invest by 1960 about \$200 billion, nearly as much as was invested in the last 30 years, if it is to achieve adequate output, with the working force available, to maintain our high standard of living. So declared Dean E. Carson, director of business research for the B. F. Goodrich Co., in a recent address before Eastern Industrial Advertisers, the Philadelphia chapter of the National Industrial Advertisers Assn.

Carson pointed out that studies by his company indicated the total population of the United States by 1960 would be 174 million people—an increase of about 15 per cent from 1950. "This population increase will be mainly an addition to the consuming group rather than to the producing group. Those at work will be faced with the task of supporting a much larger number of people than in any previous period in our history. Except in periods of adjustment, the demand for labor should be so great that all those who are able and willing to work should have little difficulty in finding jobs."

But in achieving more productivity, the Goodrich executive said, "every American worker must be provided with more effective tools. These tools will cost an enormous amount of money—\$200 billion worth. Compare this with the \$71 billion spent for new plants and equipment in the 1920's, or with the \$110 billion invested by industry in the 1940's when this country built an undreamed of productive capacity for war and peace."

Value of Trees in Home Projects Stressed

Trees will sprout by the groveful in the nation's new small-house communities if most builders will graduate from their status of house-builders to that of community builders, asserts *House & Home* magazine in its April issue. "Home buyers will be grateful. So, too, will architects, town planners, civic associations and mortgage companies."

An article entitled "The Economics of Trees" quotes the dollar figures of leading builders to make the point that trees are not too much of a luxury for the low-cost home, in fact can be used as a sales feature for the development house.

It also reports that the cost of big-

size trees, four to six inches in diameter, can be included in FHA and VA commitments, with certain qualifications. Selective clearing of wood sites is better and cheaper than stripping building lots of all trees.

"But the chief reason why builders from now on should dedicate themselves to the study of tree values is because it is time they graduated from the status of house-builders to that of community builders. There can be no arguing about the value of trees to the over-all beauty, comfort and economy of a residential community. Their ability to air-condition an entire area, prop up property values, quiet the noise of traffic, and screen objectionable views is well-known by all builders."

Store Show in N. Y.

To assist stores with their building plans, and to let retailers see and compare the latest developments in building materials, fixtures, and equipment, the Store Modernization Institute is holding the fourth National Store Modernization, Building and Maintenance Show June 9-12 in New York City at the air-conditioned Madison Square Garden.

It features the largest display ever held of building materials, store fronts, show cases and fixtures, flooring, surfacing materials, air-conditioning, lighting fixtures needed to build and modernize stores.

Clark Plans to Buy Ross Carrier Company

George Spatta, president of Clark Equipment Co., Buchanan, Mich., and H. B. Ross, president of Ross Carrier Co., Benton Harbor, Mich., have announced that an agreement has been entered into with members of the Ross family owning more than 85 per cent of the Ross Carrier Co., under which Clark, would acquire the capital shares of Ross Carrier Co., owned by them and such other shareholders as become parties to the agreement.

Clark manufactures automotive and agricultural components, and produces a line of industrial lift trucks for materials handling.

Ross manufactures straddle trucks used in handling lumber, pipe, etc., fork-lift trucks, and a line of power shovels and excavating equipment for earth-moving operations.

Customers Select Site

When traffic re-arrangements in Worcester, Mass., forced W. H. Sawyer to move his lumber yard, he decided to ask his customers to help him pick a new location.

In less than a month, he had 1,656 answers, with more still coming in.

"If they don't like the location now," Sawyer commented, "it's their own fault."

Building Industry Gives to Palsy Center

Building contractors and building supply firms of Denver recently joined forces with American Federation of Labor unions and with United Cerebral Palsy of Colorado to help erect Denver's new Cerebral Palsy Center. This modern educational and clinical institution is due for completion this month.

Acting under the leadership of the General Contractors Association of Denver, 25 general contractors, 11 sheet metal firms, 25 electrical contractors, and 94 different lumber, plumbing, electrical and other building supply firms participated by giving cash contributions and donating excavation machinery, cement, lumber, brick, roofing, and other building materials for this worthy project. Over a score of building trades union locals voted funds to cover the cost of labor to construct the center.

Dividends for this unique enterprise, say leading members of Denver's building industry, will more than repay the "investment": hundreds of palsied children, handicapped by a disorder that affects as many children nationally as does polio, will be given the kind of diagnosis and treatment they so desperately need. Many of these youngsters will learn to walk, talk, feed themselves, and smile for the first time.



25 HOUSTONIANS COMPLETE SHORT SELLING COURSE

Twenty-five members of the Houston (Tex.) Retail Lumber Dealers Assn. recently completed a course in "Success in Retail Selling" at the Institute of Retailing, University of Houston. Above, Edgar Schroeder, president of the Alexander Schroeder Lumber Co., demonstrates the art of selling with Instructor Mark Hanna.

The course consisted of four evening sessions. These included one on knowing who your customer is, what are his wants, and when does he need them; another on

"being different — many firms are alike; what makes yours different"; the third session was on overcoming the customer's objections to buying now, and the last was entitled "Go Out and Sell—yourself, your products, your firm."

The association's secretary-manager, Harold J. Skinner, announced that his group now is planning a long-range educational training program for lumbermen, in cooperation with the university.

Moving UP!

Chamber of Commerce of U. S. . . CHARLES M. MORTENSEN on May 1 became associate manager of the trade association department. He will work with the present department manager, Henry P. Fowler, until his retirement September 1. Managing director of the Producers Council since 1947, Mortensen has had over 19 years' experience in engineering, sales, public relations, and promotion work.

Southern States Iron Roofing Co. . . FRANK H. EMERICK has been promoted to assistant director of personnel, helping Director Ralph Buchanan with all SSIRCO personnel relations. During his service as personnel and safety manager for the Savannah, Ga., plant, that branch won the National Safety Council award for the best safety record in their class.

Masonite Corp. . . . K. F. (KIM) HOLLOWAY is now assistant manager of the Southwest division, with headquarters in Dallas. He has sold building materials for 27 years, the last 13 with Masonite in the Long Island territory.

Tennessee Products and Chemical Corp. . . . EUGENE F. ALLEN has returned to this firm as manager of market development and research. He joined the company after service with the Navy, then left to become sales manager of the chemical division of McKesson and Robbins.

National Gypsum Co. . . . PATRICK H. RYAN is the new sales manager of the asbestos products division. This new department was formed after the recent purchase of the Asbestone Corp. and Smith Asbestos Products, Inc. Ryan formerly managed the Asbestone plant in St. Louis and headed Smith sales. WILLIAM U. TOWNSEND is commodity manager for the new division. He formerly headed export sales for National Gypsum.

Investors Diversified Services, Inc. . . . ROBERT W. PURCELL has been elected president of this parent company of the nation's largest investment company group. He succeeded EARL E. CRABB, who continues as chairman of the board.

Gunnison Homes, Inc. . . . This U. S. Steel subsidiary has appointed JAMES L. FORRESTER as manager of the Southeastern district, with headquarters in Atlanta. Before joining Gunnison, he was associated with a Memphis, Tenn., architectural firm.

Virginia Metal Products Corp. . . . JOHN J. EGAN JR. has been appointed manager of sales for the partitions



HAROLD B. PATTERSON, former sales representative for Reed Unit-Fans in New Orleans, has been promoted to sales manager. He will supervise district branches in a 20-state area and will have charge of product development and advertising for Reed.

and conveyor divisions. Formerly he was regional sales manager for the Lamson Corp. In his new position, he will develop Mobilwall partitions and VMP conveyors.

Arrow Metal Products Corp. . . . ARNOLD A. WASSERMAN is now general sales manager for this metal-coating plant. During the past four years, he has been North Atlantic district sales manager for the Columbia Mills.

American Forest Products Industries . . . RAMON GREENWOOD, former Little Rock, Ark., newspaperman, is now field manager for the states of Arkansas, Tennessee, Missouri, Oklahoma, and Kansas, with headquarters in Memphis.

Moe Light, Inc. . . . R. W. MINETT JR. now is sales promotion and advertising manager of this residential lighting fixture firm. For the past six years, he has been with Moe Brothers distributorship.

House of Masury . . . CHARLES CALT-RIDER is now Mid-Atlantic division manager for this paint firm. He has had a lifetime background in the paint business and has operated his own store.

Mullins Manufacturing Corp. . . . C. D. ALDERMAN is new vice-president in charge of merchandising for this firm which makes Youngstown Kitchens. He joined Mullins in 1938 and later served as sales manager for the Philadelphia-New York area.

Hardwood Design Winners Announced

At the dedication banquet and official opening of the hardwoods exhibit at the Museum of Science and Industry in Chicago, 24 of the nation's leading designers, architects, and firms were honored for their outstanding products or interiors dramatizing hardwoods and typifying the important role hardwoods play in modern product and interior design.

The "Design in Hardwoods" certificates of award for highest honors in five classifications were presented to Paul McCobb and William P. Wachsman, furniture design; Milton Horn and Wachsman, architectural interior design, and George Nelson in industrial product design.

The hardwoods exhibit is a permanent, non-commercial, educational exhibit designed to show the beauty and practical virtues of hardwoods. Financed by voluntary contributions from the entire hardwood industry, the exhibit is valued in excess of \$350,000, and covers 10,000 square feet of space.

The Museum of Science and Industry is visited by over two million persons each year, from every state in the union, Canada, and many foreign countries. Thousands of persons will gain a new appreciation of hardwoods and hardwood products after visiting this permanent exhibit, which presents the fascinating story of hardwoods from living tree to finished product.

Coal Merchants Convene

Members of the Southeastern Retail Coal Assn. will meet for their 11th convention at Savannah, Ga., May 24-26.

The first day, Sunday, will be devoted to entertainment. Business sessions will be held Monday and Tuesday.

Six Engineering Colleges Rate ECRC

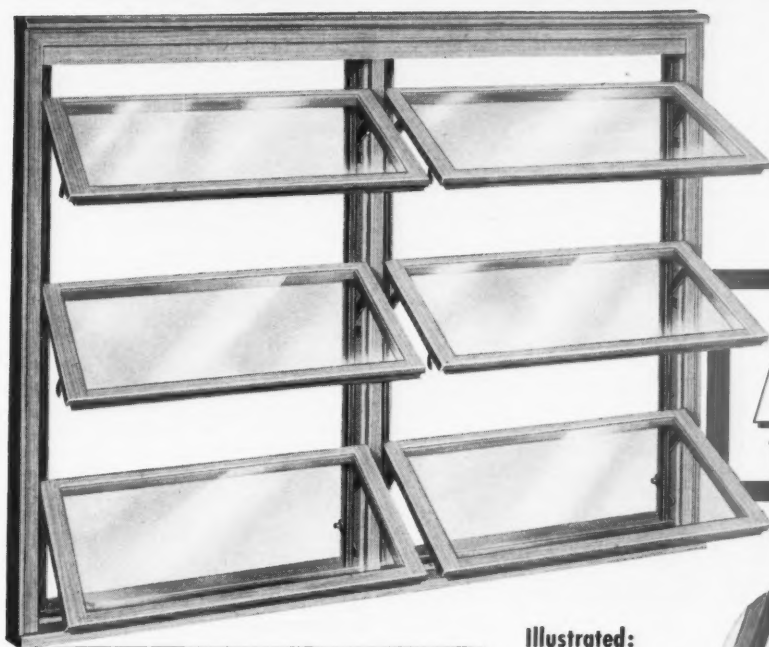
Broadened engineering research activities associated with their educational programs have qualified six colleges and universities for new memberships in the Engineering College Research Council of the American Society for Engineering Education.

Dr. Eric A. Walker, dean of engineering at the Pennsylvania State College and chairman of the Engineering College Research Council, announced the election to membership of Clarkson College of Technology, Pratt Institute, Southern Methodist University, the University of South Carolina, the University of Tulsa, and Vanderbilt University.

Introducing

THE NEW

"Kind-to-Women" WINDOW



Easy to open...
close...and clean
from *Inside!*

Thrif-T

E-Z-VENT

Wood Awning Window Unit

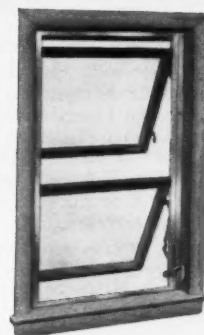
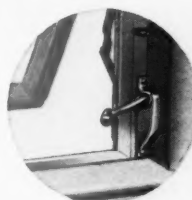
E-Z-VENT

*Has all the window features
that sell and help sell homes!*

- Beautiful—Inside and Outside Twins, Triples and Quadruples Have One Continuous Piece—Head Casing, Drip Cap and Main Sill, streamlined Mullions
- Aluminum Hardware Completely Concealed (Operating Arms Steel)
- Easy, Foolproof Operation
- All-Weather Ventilation Control
- Easily Cleaned from Inside
- Locks Securely, Weather-tight
- Lifetime Weatherstripping
- Easy, Quick, Economical to Install
- Glazed Plain Glass, Bedded in Putty
- Made for Thermopane or Twindow

Illustrated:

- Above: Exterior of 3-Vent Twin
Right: Interior of 2-Vent Single
Center: Operating Handle



CONSTRUCTION FEATURES:

SASH— $1\frac{3}{4}$ " thick, glazed plain glass bedded in putty or open for Twindow or Thermopane.

FRAME—Complete for all standard types of wall construction.
NO EXTRAS TO BUY!

Extra-wide Casings provide ample nailing.

Frame and sash of Ponderosa Pine—treated for long life.

Hardware—Aluminum—no cross-operating shaft. All operating hardware covered by an attractive Aluminum face plate, our exclusive design. No exposed hardware on outside when sash are closed. **Screen**—Aluminum, with 18 x 14 mesh wire.

E-Z-VENT saves time and money on installation. And the sales clincher is *ease of operation and cleaning from inside!* It's "Kind to Women!"

Get all the facts about making E-Z-VENT—the *New Quality Leader*—your Sales Leader. Write for name of nearest jobber—today.

ROACH & MUSSER COMPANY

MUSCATINE, IOWA

Mfrs. of Thrif-T Woodwork for the Home

Modern Machinery Spotlighted at Southern Pine Meeting

SAID TO BE the largest of its kind ever held in the world, a multi-million-dollar machinery exposition highlighted the 38th annual meeting of the Southern Pine Assn. in New Orleans, La., April 8-10.

Observers report that well over a million dollars in sales resulted from the display and demonstration of equipment. Machinery used in forests, mills, and re-manufacturing plants was shown. It was shipped to the exposition from 21 states, Germany, Sweden, and England.

"The success of this exposition points up the heightened interest and action by Southern pine manufacturers in mechanizing their mills," commented H. C. Berckes, executive vice-president of SPA. "SPA subscribers have taken giant strides in recent years toward greater mechanical efficiency."

Re-elected for a second term as officers of the Southern Pine Assn. were J. R. Bemis, Prescott, Ark., president; Tom DeWeese, Philadelphia, Miss., first-vice-president; R. D. Crowell, Long Leaf, La., second vice-president; H. C. Berckes, New Orleans, executive vice-president; M. L. Fleishel, Port St. Joe, Fla., treasurer, and S. P. Deas, New Orleans, secretary.

The Southern Pine Industry Committee elected Oswald Lightsey, Miley, S. C., as chairman. Also elected were: Ed Leigh McMillan, Brewton, Ala., vice-chairman for legislation; J. T. Fleishel, St. Louis, Mo., vice-chairman for governmental relations and procurement, and H. C. Berckes, secretary.

J. R. Bemis, in his president's message, told how tightening competition in all fields of business emphasizes the importance of cost-cutting mechanical efficiency in the lumber industry. He said that men and machines — the best of both working together through a strong Southern Pine Assn. — means a better industry, turning out better products at lower costs for the best building nation in the world.

Referring to the recent termination of Federal controls, Bemis said that the problem of self-regulation has been placed "right in our laps. That's what we have always wanted, and that's what we can keep — if we have the will and determination to do so."

Colonel F. E. Ressegieu, district engineer for the Corps of Engineers, St. Louis, Mo., reported that 25,000,000 board feet of Southern pine lumber had been loaded out of Eastern and Gulf ports in recent weeks. "It is anticipated that approximately 70,000,000 board feet will be shipped out of these ports by the end of October," he said.

Industrial radio's place in the

forest industry was the theme of a three-speaker symposium. Participants were A. W. Nelson Jr., Meridian, Miss., chairman of the frequency allocations committee, Southern division, National Forest Industries Communications; Clyde S. Martin, Tacoma, Wash., forestry counsel for the Weyerhaeuser Timber Co., and Elmer Surdam, manager of NFIC, Eugene, Ore.

A forest-fire alarm spread by radio is known to have saved millions of acres of valuable timberlands — not once but many times, Nelson said. Observers equipped with two-way radio can direct fire fighting crews, and the teamwork thus assured means the quickest possible handling of the fire.

But radio, vital as it is in the all-important task of combatting forest fires, has an equally great role in forest management and all-round administration, the speakers pointed out. As a management tool, it can reduce operating costs and increase efficiency far above existing levels of the ordinary woods operation.

"It was found, for instance, that crews of men travelling back and forth to work in a radio-equipped truck could report their locations by radio each morning and save the time-consuming job of reporting to the office each morning for instructions," explained Nelson.

Two speakers told about "The Na-

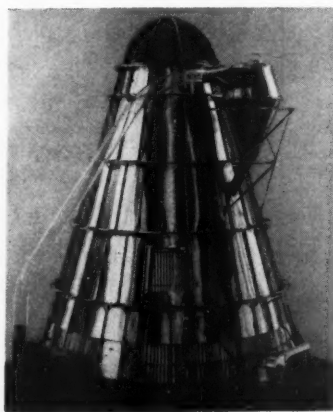
tional Security Industrial Association and National Defense." They were Commodore J. K. Richards, USN retired, executive director of NSIA, New York, N. Y., and Captain P. F. Wakeman, industrial manager and supervisor of shipbuilding, 8th Naval District, New Orleans, La.

A symposium on laminated lumber centered around a discussion of procedure, equipment, and material requirements for laminated lumber. Tom DeWeese, chairman of the Trade Promotion Committee, presided. Moderator was E. F. Steck, sales manager of Bell Machine Company, Oshkosh, Wisc.

The third day of the SPA convention featured talks on mechanical progress in logging and sawmilling.

Newly-elected members of the SPA board include: W. T. Haynie, Bellamy, Ala.; Leon Clancy, Grayson, Ala.; H. W. Maddox, Shreveport, La.; H. L. Manley, Savannah, Ga.; R. H. Rush, McRae, Ga.; L. D. Kellogg, Alexandria, La.; L. R. Foreman, Elizabeth City, N. C.; J. T. Buxton, Sumter, S. C.; Paul F. Hursey, Jasper, Tex.; T. G. Tilford, Nacogdoches, Tex., and Robert H. Evans, Shreveport, La.

A resolution adopted by the group commended Eli Wiener for 29 years' service as chairman of the SPA Transportation Committee. Wiener announced his retirement from the chairmanship.



AMONG the interesting exhibits of machinery and equipment at the recent annual meeting of the Southern Pine Assn. in New Orleans was this miniature working model of a 39-foot-tall Rees double-wall KD burner. Constructed entirely of stainless steel and plastic, it was built to a 1-inch scale. The burner actually operated with a small blower forcing confetti through the transparent tube into the incinerator to simulate the disposal of wood chips or shavings.

New Movie on Safe Fork-Truck Operation

A new training and safety film for industrial truck operators has been produced by the Clark Equipment Co. Titled "Safety Saves," the 30-minute sound movie was filmed at on-the-job factory and warehouse locations. It dramatically illustrates the "do's and don'ts" of safe driving, and shows the cause of most truck accidents and how to avoid them.

For truck owners who want to reduce accidents and cut damage-to-goods, the new movie will be a valuable training tool. It is the only training film of its kind in existence.

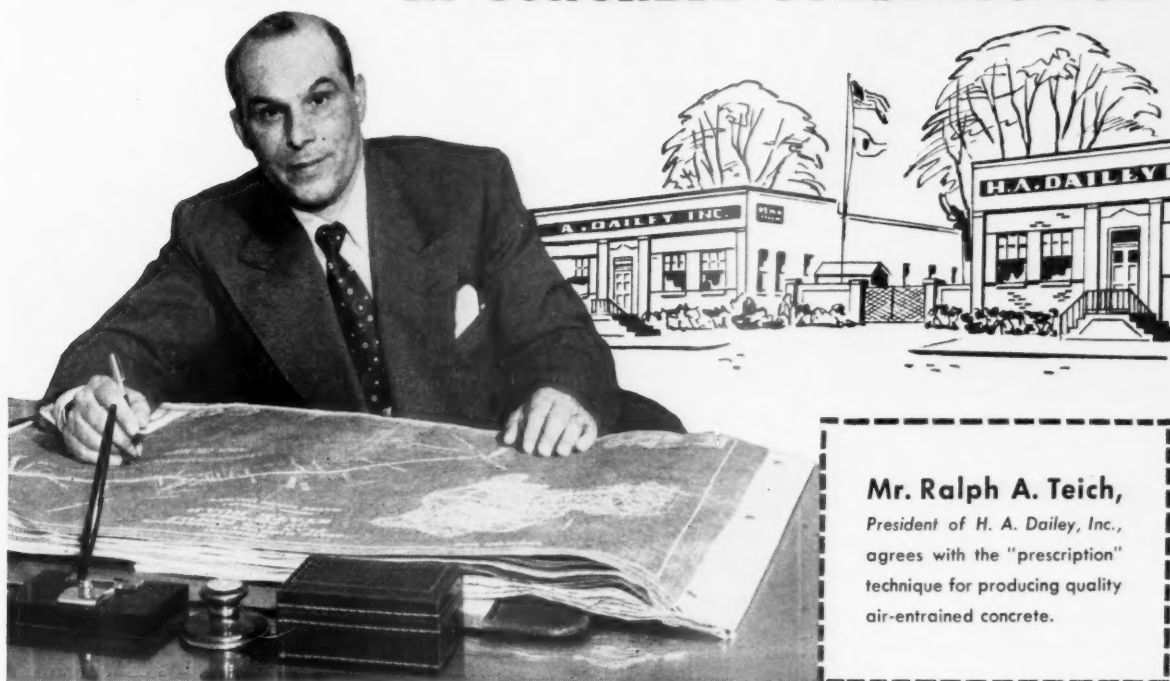
The "villain" of "Safety Saves" is Willie the Cowboy, a lad who drives his fork truck like a hot-rod. Willie doesn't look where he's going, ignores overhead clearance, and parks his truck in the middle of busy aisles.

Along with these horrible examples of how not to handle a fork truck, the movie shows the safe, correct method. "Safety Saves" also contains instructions for operators of towing tractors and hand trucks.

For a reservation form, write the Clark Equipment Co., Industrial Truck Division, Battle Creek, Mich.

Quality Comes First

IN CONCRETE CONSTRUCTION



Mr. Ralph A. Teich,
President of H. A. Dailey, Inc.,
agrees with the "prescription"
technique for producing quality
air-entrained concrete.

... when it's a job performed by H. A. Dailey, Inc., prominent St. Louis contracting firm. And because of Dailey's "no compromise with quality" reputation, President Ralph A. Teich agrees with so many other outstanding concrete producers when it comes to *air entrainment*—

Today's construction men have learned that the concrete they mix can be more workable, more versatile and far more durable than ever before.

They've also discovered that air entrainment requirements vary just as do the characteristics and conditions of different jobs. That's why Ralph Teich knows that: "There's only one sure way to produce air-entrained concrete that lives up to its performance promise—by following the 'prescription' technique!" . . . *that is by*

simply adding the required amount of any well known air entraining agent to regular portland cement at the mixer.

Try it yourself, on your next job calling for air-entrained concrete. Unless you know that air entraining cement will make concrete that's right for your particular job, use the "prescription" method—it's safe, simple . . . and sure. And remember, whether you decide on air entraining or regular portland cement . . . there's no better cement than Marquette!

★ ★ ★

If you have any problems or questions on the use and mixing of air-entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.

Marquette Cement

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SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • **PLANTS:** Oglesby, Ill.
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MAY, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

PASSING ON CUSTOMERS RIGHT



Emory E. Ruffin, left, introduces Edgar B. Hollis to the new sales representative of the Flintkote Co. in northern Georgia. He is T. W. Cranford, right, former Mississippi sales representative for the Pittsburgh Plate Glass Co., with headquarters in Hattiesburg. Before that Cranford was with the True-Tagg Paint Co. Hollis is general manager and principal owner of the Hollis Lumber and Supply Co. in Newnan, Ga. Half of his business comes from modernization and repair work. Ruffin has retired from Flintkote, after 23 years of sales service, to operate his own retail building material and hardware stores in Commerce and Royston, Ga.

Helping Dealers to Make More Roof Sales

By EMORY RUFFIN

MY SERVICES with the Flintkote Co. began in April, 1930, as city salesman in Atlanta for the building materials division. In 1932 I took over the north Georgia territory for the company and two years later won the top prize in a national contest for securing the greatest percentage of new business.

The grand prize in this 1934 contest was an all-expenses-paid trip, for both me and my wife, to all Flintkote offices and factories in the United States, a week in Chicago for the World's Fair, and three days in Washington, D. C.

I have seen the company grow from a small manufacturer of only asphalt products to a leading manufacturer of not only asphalt products but also asbestos and insulating board products.

After being with the company for 23 years, I retired on our pension plan, effective April 1. It is rather hard to resign from a company after such long service, and I will especially miss the friendship of many good customers. It has been my policy to develop a close friendship with all my customers. This has been accomplished by being frank and, whenever possible, by assisting my customers in securing business not only on Flintkote products but also on other merchandise that they handle.

During the past 23 years, I have either made some unusual sales for the dealers or assisted in making them.

One of my customers had endeavored to sell an official of a large manufacturing company new roofing and paint for his home. But the dealer had been unsuccessful, so I suggested that he let me go and offer this prospective customer a monthly finance plan for buying the job. Al-

though this customer was financially able to pay cash for any repairs to his home, he gladly took advantage of the finance plan. Thus, I helped the dealer secure this profitable order.

One rural dealer on whom I had called several times in an effort to sell him the Flintkote line was coming out of his store on my next visit. He explained that he was in a hurry since he had to rush to his farm to doctor a sick mule. I told him that I was from the country and probably could help, so he invited me to go along. We doctored the mule, and I also secured an order for a carload of roofing products.

Another incident comes to mind concerning help to a dealer in selling contractors and homebuyers. This dealer and several others had tried to sell a prominent citizen the roofing for the new home he was erecting, but none had been able to please him as to shingle colors. I called on this man for the dealer and stacked up several face brick, then placed on top of them the particular Flintkote shingle which I thought would blend best with the surroundings and match the color and architecture of his almost weathered-in house.

"That's just what we wanted!" the owner explained and gave me an order to take back to the dealer. He was able to deliver the roofing that same afternoon.

NEWS about MANUFACTURERS

MARIETTA, GA.: The Dumas Steel Corp. of Pittsburgh opened a new warehouse here April 6. J. W. Clouser is manager. Hot-rolled and cold-rolled sheets, galvanized sheets, and tin mill products comprise the initial stock, to serve small manufacturers in Alabama, Florida, Georgia, Tennessee, the Carolinas, and Mississippi.

ST. LOUIS, MO.: The Precast Slab and Tile Co. has been appointed an exclusive Permalite franchise of the Great Lakes Carbon Corp. In addition to its other precast perlite concrete items, it will produce Permalite products from Alexite perlite ore mined and processed by the Great Lakes firm.

HOUSTON, TEX.: The Ansul Chemical Co. of Marinette, Wis., has opened branch offices here and in Dallas and Tulsa, Okla., to sell and service dry chemical fire extinguishing equipment.

MEMPHIS, TENN.: Henry Disston and Sons, Inc., Philadelphia, Pa.,

manufacturer of saws, tools, and alloy steels, has appointed Don E. Graves as field service engineer in the Southern area for the industrial division. He makes his headquarters in Memphis. He has had over 25 years of experience in Southern mills.

SAN ANTONIO, TEX.: Southwest Wholesale Distributors now handle window-type room unit air-conditioners made by the United States Air Conditioning Corp. of Minneapolis. Their territory includes 62 counties in southwest Texas.

MANSFIELD, OHIO: The Westinghouse Electric Appliance Division recently announced two appointments. Frank A. Lowery is now merchandise manager of dishwashers and food waste disposers. W. M. Sayre is merchandise manager of water heaters.

PARKERSBURG, W. VA.: Libbey-Owens-Ford has announced plans to double its textile fiber-glass capacity at the plant here, according to General Manager J. M. Johns. The ex-



I'M GLAD I TOOK THE L·O·F "BLINDFOLD TEST"



**Says Walter Bushelman
of Boehmer Paint & Glass:**

"L·O·F is sure easier to cut than the other brands I tried."

Mr. Bushelman ran cuts on four unidentified, but well-known brands of single-strength window glass. He immediately named Brand "B" as easiest to cut. "B" was Libbey-Owens-Ford window glass. Time after time, in tests all over the country, L·O·F wins!

It's easier to cut L·O·F window glass into big pieces, little pieces; angled and curved pieces. You can even cut off thin strips close to the edge with a light stroke.

L·O·F window glass cuts easier because it is annealed more slowly, more patiently. That makes it less brittle. So it's a safer buy for your customers, too.

TRY THE "BLINDFOLD TEST" YOURSELF!

Cut L·O·F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste *and more profit*, with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—*For Greater Profits in Window Glass*.

Write Libbey-Owens-Ford Glass Company, 7053 Nicholas Building, Toledo 3, Ohio.

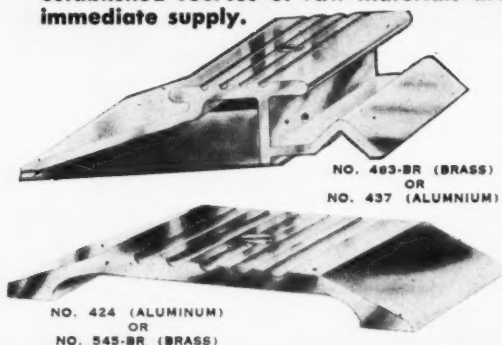


LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**



NOW-ALL 3 FROM ONE DEPENDABLE SOURCE

•You can always be sure of quality and good, dependable service from National Guard. Advanced equipment and established sources of raw materials are your assurance of immediate supply.

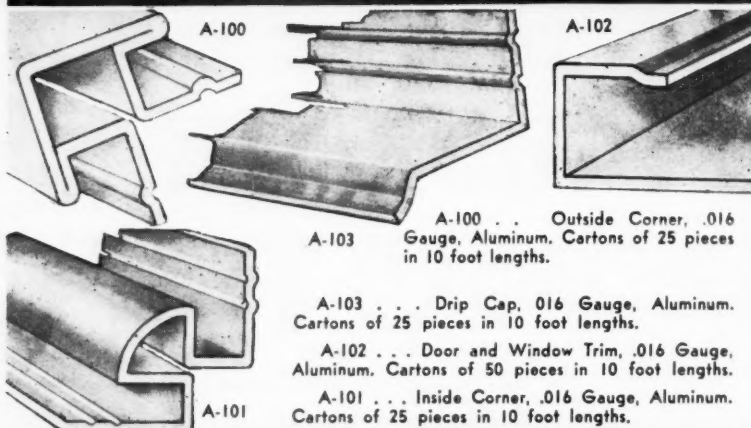


Guardsman's THRESHOLDS

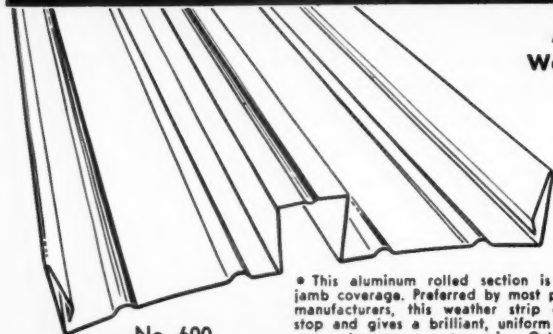
•All National Guard Thresholds, both BRASS and ALUMINUM, are highly polished, drilled and counter-sunk and individually wrapped. Necessary screws and concealed hooks of proper size are included.

Stock lengths are 30"-32"-34"-36"-42"-48"-60"-72" and 12 ft., 1/2" overage is allowed for fitting.

GUARDSMAN METAL SIDING TRIMS



GUARDSMAN FULL JAMB COVER



Aluminum Weather Strip

No. 600 for 1 3/8" Check Rail Double-Hung Wood Windows

• This aluminum rolled section is designed to offer full-jamb coverage. Preferred by most prefabricated window unit manufacturers, this weather strip eliminates wood parting stop and gives a brilliant, uniform aluminum jamb appearance—at a money saving price. Cut in lengths to your specifications.

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pansion will be completed within a year.

HOUSTON, TEX.: The Alford Manufacturing Co. recently moved into a new plant. The firm's custom-built aluminum screens for residential and commercial construction are sold under the name of Amco Products.

RICHMOND, IND.: Richmond Homes, Inc., is building a new plant that is expected to start operating about July 15. The factory area will be increased 20,000 square feet, providing facilities to meet increasing orders.

BRIDGEPORT, CONN.: Joseph J. Lengyel has been appointed manager of marketing for General Electric's construction materials division. He has been with G-E since 1927 and was manager of sales for wiring devices before his recent promotion.

DALLAS, TEX.: The Texas Prefabricated Housing Co. has announced its plans to return to the civilian market. It has built over 100,000 housing units for the government all over the world.

PAWTUCKET, R. I.: The Mar-Rail Conveyor Co. has appointed four new Southern dealers for its Briktoter conveyor for bricks and similar materials. They include the Llewellyn Machinery Corp., Miami, to serve southern Florida; Nixon Machinery and Supply Co., Chattanooga, southeastern Tennessee; Freestate Equipment Co., Baltimore, Maryland and Delaware, and Fletcher Equipment and Supplies, Inc., New Orleans, to serve southern Louisiana.

ATLANTA, GA.: The Southeastern district office of the Wood Conversion Co. has been moved from Peachtree St. to 70 Fourth St., N. W.

PITTSBURGH, PA.: The Pittsburgh Corning Corp. has moved its general offices from 307 Fourth Avenue to new quarters at 1 Gateway Center. These offices serve the executive, sales, and accounting divisions.

ROUND ROCK, TEX.: D. L. Pickett, president of the Round Rock White Lime Co., has appointed M. F. Parsons as plant superintendent and engineer. The appointment is part of an expansion program, which will increase production 100 per cent. Parsons formerly was with a lime firm in Canada.

DENVER, COLO.: In its new plant here the Lucky Star Roofing Products Corp. will manufacture a complete line of asphalt roofings and shingles exclusively for the Ruberoid Co. Lucky Star will turn out such products under both the Ruberoid and Old American brands for sale to distributors and dealers in the Rocky Mountain territory.

FAYETTEVILLE, N. C.: The Cape Fear Block Co. has been incorporat-

Want Kissing Customers?



Stock AFCO Prefinished Wall Panels!

Don't be surprised when your customers get over-enthusiastic about AFCO. They **love** this product because:

- There's a wide range of colors (11) and a choice of three patterns.
- The deep bevel scoreline adds class and makes walls easier than ever to clean.
- The heavy baked-on plastic finish will never chip, peel, or break; insures extra long life.

If you want "kissing customers" inquire about the availability of the complete AFCO line in your territory. You'll love it too, recognizing that:

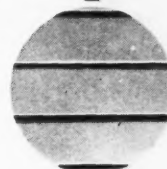
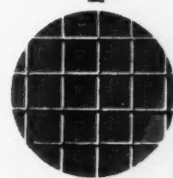
- The price is right.
- The product is superior (and we know you want to handle the best).
- Shipments are prompt, including metal moulding and cement.

Write on your letterhead, and full details will be sent immediately.



A & F TILEBOARD CO., INC.

ALEXANDRIA, LA.



ed. Subscribers include Robert X. Dinkel, Roy Letterman, and A. V. Flock.

FT. WORTH, TEX.: Texas Industries, Inc., producers of concrete and concrete products, recently bought controlling interest in the Fort Worth Sand and Gravel Co., Inc. This brings the total number of its plants to 28.

CHARLOTTE, N. C.: United States Air Conditioning Corporation's air-conditioning units are now distributed in the Carolinas by the Clark Distributing Co. W. A. Clark is president of this firm.

DES MOINES, IOWA: Certain-teed Products Corp. has opened a new sales district in this area. James N. Williams is sales manager for this territory, which will serve Iowa, Nebraska, and parts of Wisconsin and Illinois.

Gets Metal Roof Patent

Receipt of an original U. S. patent on its four-way interlocking principle of aluminum roofing has been announced by the Aluminum-Lock Shingle Corp. of America in Portland, Ore. Pending for nearly five years, the patents were granted to L. J. Korter, owner and inventor of the firm.

The roofing manufacturing firm

celebrated its fifth anniversary last month. Enlarged production lines, storage, and warehousing will increase the Oregon plant's size by 7,000 square feet this summer.

Distributorships for the aluminum lock shingles have recently been established in Texas and Arizona as the company's first expansion into the Southwest.

Lumber Sales Efforts To Be Intensified

At the recent 42nd annual meeting of the West Coast Lumbermen's Assn. in Portland, Ore., member millmen voted to spend \$570,000 during the next year on national lumber merchandising and promotion. Stepped up in intensity will be sales aids for retail lumber dealers, full-color national magazine advertising, large volume of promotion literature for retailer use, possible television films and radio programs for lumber exploitation.

WCLA members heard Rex Clark, Wilmington, Calif., general manager of Consolidated Lumber Co., urge them to adopt simplified grading rules now under consideration. Clark is building standards chairman of the Southern California Retail Lumber Dealers Assn.

G. E. Karlen, Tacoma, general

manager of Eatonville Lumber Co., was named president of the association. New vice-presidents named are N. B. Giustina, Giustina Bros. Lumber Co., Eugene, and R. M. Ingram, E. C. Miller Cedar Lumber Co., Aberdeen.

Re-elected were Col. W. B. Greeley, vice-president, Seattle; H. V. Simpson, executive vice-president, and Harris E. Smith, secretary.

Tabloid for Dealers

"Building Materials Merchandiser" is the name of a new tabloid-style magazine published by the Celotex Corp. for building material dealers. It is planned for quarterly appearance at change of seasonal markets—spring, summer, fall, winter.

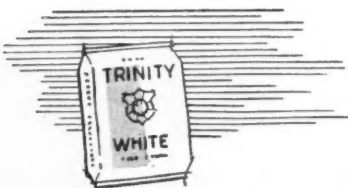
In each case of outstanding dealer enterprise, profit-boosting methods are described clearly so that readers may adapt them readily to their own operations. Dealers are informed of newest ideas in advertising and sales promotion. Well-timed suggestions and hints toward increasing volume turnover are offered.

Discussion topics in the first 12-page issue include: Do-It-Yourself Market Offers Dealers Billions in Sales; Tool Rentals Boost Sales 30%; Specialty Methods of Selling Roofs; Dealer "Open House" Builds Store Traffic.

SELL Trinity White

PORTLAND CEMENT

the whitest white cement



Trinity White is a true portland cement and has unexcelled beauty—the beauty of the whitest white . . . plus the best possible results when color pigments are added. Sell it wherever you want greater masonry beauty or higher light reflection as for example: architectural concrete units; terrazzo; stucco; light-reflecting floors and walls. For descriptive literature and dealer information, write Trinity White Cement, 111 W. Monroe St., Chicago.

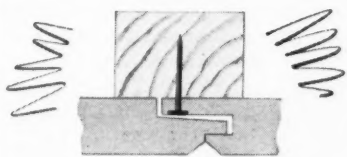
A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles

The "extra room" market
is bigger than ever!



This beautiful room was made out of unfinished attic space with Johns-Manville Ceiling Panels and Wall Plank. Thousands and thousands of growing families are looking for just such an easy and inexpensive way to build an attractive new, extra room in attic or basement. These families can mean a lot of extra business for you.

Build easily and inexpensively with Johns-Manville Ceiling Panels and Wall Plank



J-M Lightning Joint

Nails or staples are completely hidden with the special Lightning Joint on all J-M Panels and Plank. Diagram shows how the long flange gives plenty of room to nail or staple. Notice space for expansion or contraction and square edge of bevel for alignment.

Flame-Resistant Finish

The surface of J-M Ceiling Panels and Wall Plank is specially treated to resist flame. This important safety feature costs you no more. Surface can be painted at a later date without destroying its flame-resistant qualities.

Durable Glazecoat Surface

The attractive, smooth hard surface, which is unusually durable and tough, resists marring and scuffing.

Choice of beautiful colors

J-M Panels and Plank are predecorated in lovely colors—the Wall Plank in Ivory, Dust Rose, Buckskin Tan and Antique Green; the Ceiling Panels in White and Ivory. No further finishing treatment is required.

BUILDING—THROUGH BUSINESS—
FOR A BETTER AMERICA!

support Junior Achievement



Johns-Manville

Hal's HUNCHES

New items dealers may find
profitable to sell - - or use

SHOWER CABINET. Two new Pilot metal shower stalls are designed to provide low-cost shower cabinets with more quality features. The 30" size lists for \$57.50; the 32" size, \$59.50. Both feature heavy-gauge steel receptors with enamel finish; bonderized, galvanized steel walls; baked-on enamel finish; valves, shower head, soap dish, and heavy plastic shower curtain.

Write for 100. Use coupon, page 85.

BLASTING GUN. The improved model PM-1 Blastcrete gun has a new slide valve for faster loading and a new feed flow control to adjust material flow to any desired amount. It places from one to five cubic yards an hour.

Write for 101. Use coupon, page 85.

WALL TILE TRIM. The Ridge line of plastic wall tile trims has added its 16th trim, called "offset bull nose cap." It measures 6-3/8" by 2-1/8" and is molded in a variety of colors. The trim was developed to meet the needs of tile installers who resurface old cracked or uneven walls prior to placing the tile.

Write for 102. Use coupon, page 85.

LOW-PRICE LOCK. Schlage has resumed manufacture of a low-priced screen, storm, and combination door lock. Made of heavy-gauge aluminum, this sturdy lock effectively serves on even badly-warped doors. This No. G-300 lock is reversible for right- or left-hand doors.

Write for 103. Use coupon, page 85.

PLASTIC TILE CUTTER. The Wen "Quick-Hot" electronic soldering gun can be equipped with a special tip for cutting plastic tile. It easily makes curves, holes, straight lines or diagonals, and angles.

Write for 104. Use coupon, page 85.

'PHONE BOOTH. The Acousti-Booth is a new doorless telephone booth for installation in homes, offices, or commercial places. Made of a sound-absorbing material, it has three sides, a partial "roof," and a "floor" that makes a convenient arm rest for the

user when the booth is attached to the wall. This "floor" also holds the telephone and note pad. The small box-like unit can be placed on a hall wall.

Write for 105. Use coupon, page 85.

MASONRY FINISH COLORS. American Sta-Dri masonry finishes now come in five new colors — Morocco brown, flamingo rose, adobe tan, jonquil yellow, and gulf green. This mineral paint contains a mold and mildew inhibitor.

Write for 106. Use coupon, page 85.

CABINET LAVATORY. The Shirley Coronet is a new cabinet lavatory measuring 34" long and 20" deep. It fits into the average bathroom, usually under a mirror for use as a bathroom vanity. It is white with chrome trim, and features two drawers and storage space for towels and soap.

Write for 107. Use coupon, page 85.

WINDOW OPERATOR. A new dual-arm Roto for ventilators in modern panel windows provides both top and bottom ventilation. It is controll-



ed by a single self-locking crank. Pivot hinges and two side-control balance arms eliminate sagging and prevent "chatter" during operation.

Write for 108. Use coupon, page 85.

DECORATIVE ACOUSTICAL TILE. Tropi-Tile is a new product that adds beauty to ceilings as well as acoustical insulation. Made of fibrous glass, surfaced with woven-wood, it is available in colors and in 10 different designs. It can be treated to become flame-resistant.

Write for 109. Use coupon, page 85.

MECHANICAL HAND WINCH. The new Stampco Handiwinch is a me-

chanical hand winch with low-gear-load capacities up to 10,000 pounds. It is designed for optional use with a 1" electric Skidroll. The crank can be safely left in gear and at a minimum radius provides flywheel action for smooth control in lowering the load.

Write for 110. Use coupon, page 85.

MASONRY COATING. A new "double waterproofed" product is being used to re-surface porous masonry walls and at the same time combat all degrees of moisture-control problems. This new formula is being used to make Bondex cement paint for dampness control and Bondex Heavy Duty for more serious control difficulties.

Write for 111. Use coupon, page 85.

LOW-PRICED BRUSHES. In celebration of 10 years of successful manufacturing, Colonial paint brushes are being offered in a special carton at "below factory cost" for a limited time. The carton contains a dozen each of the 3", 3½", and 4" sizes of these pure bristle wall brushes.

Write for 112. Use coupon, page 85.

MASONRY COATING. A new Bake-lite polystyrene latex coating leaves a moisture-resistant and decorative surface on interior masonry walls. Called Styrox, it resists soap, alkali, acid, chemical fumes, dirt, and abrasion. It can also be used on any painted metal surface free of corrosion and scale. It comes in white, cream, sand buff, three shades of gray, sea green, flamingo pink, and sun yellow.

Write for 113. Use coupon, page 85.

STEEL COATING. Steelast is a new stainless steel coating produced in black, white, gray, ivory, green, red-orange, and yellow. It can be sprayed, brushed, or dipped. It is said to withstand wet heat up to 180 degrees F and dry heat up to 300 degrees F.

Write for 114. Use coupon, page 85.

FLUSH DOORS. A new line of "economy priced" flush doors is being imported by an American firm from Bruynzeel of Holland. These doors feature a unique fiber core throughout the inside frame for greater stability and resistance to warping. Other features are Occume mahogany veneers, water-resistant resin glue bonding, matching mahogany edge strips or white pine stiles.

Write for 115. Use coupon, page 85.

Do you want more information on any of these new products? Just mail the coupon on page 85 after circling the product number shown with item.

Now — Chromedge Sink-Lok[®] in both extruded aluminum and stainless steel



For all flat-rim sinks and lavatories

CHROMEDGE Sink-Lok features two popular finishes in either metal

- Clamps edges of covering down to stay!
- Seals sink-to-cabinet joint watertight!
- Supports sink flush with top of cabinet!
- Requires no special tools—easy to install!
- No bolts or screws through counter top!

All the time-saving, cost-cutting features of the popular Chromedge Sink-Lok Frames are now available in *either* stainless steel or extruded aluminum. Choice of Bright or Satin finishes in stainless steel; Polished finish or rubproof Chromalite Finish in aluminum. All sizes, with corners of 1½", 2" or 2½" radius (3" and 4" corner radii available in aluminum frames at slight extra cost). Aluminum frames available slotted for square-cornered sinks. Also for vitreous china sinks, in aluminum only (see No. C-726 below). See your nearest Chromedge distributor for full details or write to factory.



A-725
(Aluminum)
For ¾" to 1 ¼" counters including covering



A-725SS
(Stainless Steel)



B-725
(Aluminum)
For ¾" to 1 ¼" counters including covering



B-725SS
(Stainless Steel)



C-726
(Aluminum)
For Vitreous china sinks

The B & T Metals Co.
Columbus 16, Ohio

B & T offers more than 750 Chromedge Metal Trim shapes and sizes—extruded aluminum and stainless steel—for every need.

HELPFUL LITERATURE

Mostly free—some for a fee

FLUSH DOORS. IPIK solid-core flush doors and their various functional advantages are described in a new specification folder. IPIK Plywood Co., Kenner, La.

POWER SAW USES. The Skil Corp., 5033 Elston Avenue, Chicago 30, Ill., has published a new manual on cut-

ting applications with a portable power saw. Called "SKIL Saw Problem Solver," it lists 30 materials and the best method of cutting each.

REDUCE PLASTER CRACKS. Technical bulletin No. 4 tells how corner-ite or stripite diamond-shaped steel mesh can be placed at corners or

other critical spots to prevent plaster cracks as a house settles. Bulletin gives specifications and shows application methods. Metal Lath Manufacturers Association, Engineers Building, Cleveland 14, Ohio.

HOUSE CLEANING. A new booklet, "112 Easy Ways to Chase Dirt," tells how to wash everything from woodwork to household "zoos." It makes a good reference for advice to customers for care of materials. Cleanliness Bureau, Association of American Soap and Glycerine Producers, Inc., 295 Madison Avenue, New York 17, N. Y.

CORRUGATED ROOFING, SIDING. Careystone corrugated asbestos-cement roofing and siding is covered in a new manual that contains numerous drawings and photographs showing exact methods of application. It also describes Carey estimating services for dealers. Fifty cents from the Philip Carey Manufacturing Co., Cincinnati 15, Ohio.

RETAILING AIDS. The University of Illinois, Office of Publication, 358 Administration Building, Urbana, Ill., has published its business management service bulletin No. 5, "The Retail Merchandising Bookshelf." This publication is an annotated bibliography of books published in the retailing field from 1945 through 1952.

SCREEN DOOR GRILLES. A new folder for customer distribution shows designs of new ornamental iron screen-door grilles. Each model is priced. Adjustable feature is explained. R. G. Coffman Co., Inc., Orlando, Fla.

WOOD PRESERVATION. The "Handyman's Guide to Home Wood Preservation" tells the home-owner how to preserve boats, lawn furniture, fence posts, and other items he might make or repair. It shows parts of the house that should be treated with "Penta" preservatives. Dow Chemical Co., Midland, Mich.

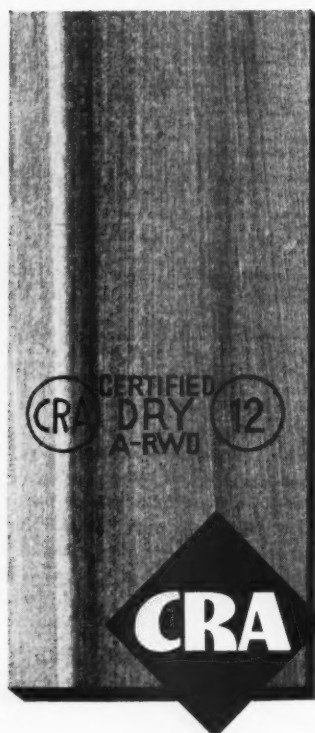
KEY-IN-KNOB LOCKSET. The new Pacemaker pre-assembled "Shelton" key-in-knob lockset is described in a new folder. It gives specifications on mechanical features and explains simplified installation. Harloc Products Corp., New Haven, Conn.

STEEL FRAMING for residential construction is described in a new catalog, No. SS-1. It covers Light-steel sections for all applications and gives framing details for doors, windows, roofs, and clear spans. Penn Metal Co., Inc., 205 East 42nd Street, New York 17, N. Y.

ALUMINUM HARDWARE. A new brochure describes the new Yale line of anodized aluminum hardware for schools, hospitals, and other institutional and commercial uses. It covers locksets, auxiliary mortise locks, door pulls, door stops, door holders,

What this mark  means on eggs...

this mark  means on redwood



reliably **GRADE-MARKED**
proudly **TRADE-MARKED**

The dealer who features CRA Redwood has no worries about dissatisfied customers. For grade-marked, trade-marked, Certified Dry CRA Redwood is uniformly graded, milled and seasoned to assure top quality and dependable performance on the job. That's why far-sighted dealers everywhere feature CRA Redwood—the dependable Redwood processed by the reputable member firms of the

CALIFORNIA REDWOOD ASSOCIATION 576 SACRAMENTO ST., SAN FRANCISCO 11

Eureka Redwood Lumber Co • Hammond Lumber Co • Holmes Eureka Lumber Co • Northern Redwood Lumber Co
Pacific Lumber Co • Rockport Redwood Co • Simpson Logging Co • Union Lumber Co • Warm Springs Redwood Co
Willits Redwood Products Co • Wolf Creek Timber Co, Inc • Arcata Redwood Co • Coastal Plywood & Timber Co



For MODERN or TRADITIONAL

When buyers want the best you can recommend, with confidence, R·O·W Spring Cushion Wood Window Units for modern or traditional type homes. Why? R·O·W Window Units are designed for flexibility, free action, good ventilation, more light and beauty and—they're removable for easy cleaning inside the home. Always specify R·O·W's—the original completely weather stripped removable windows!

The wise merchandiser knows that homeowners today demand quality and good appearance when selecting windows. R·O·W Windows meet these dual needs to the complete satisfaction of the builder or the remodeler. That's why R·O·W merchandisers enjoy volume sales and make more money, faster. We'll be glad to tell you more.



R·O·W Removable Wood Units Are Nationally Advertised



MANUFACTURED BY

DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

MILLWORK PLANT: RENO, NEVADA

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS

MAY, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



Here's Proof

that *Dura-seal* provides
the greatest
weatherstripping efficiency!

Send now for a free copy of "Facts On Weatherstripping"! It clearly analyzes two important weatherstrip tests, one by the University of Minnesota for the Weatherstrip Research Institute; the other by Hunt Laboratories for Zegers, Incorporated. It gives actual figures on fuel savings in various sections of the country... compares various types of weatherstripping... shows you why Zegers Dura-seal reduces air infiltration more than any other equipment. It's a folder that will be of interest to all... home owners, prospective home owners, builders, sash and door jobbers, retail lumber dealers, architects and weatherstrip contractors. Write for your copy today!

Zegers Incorporated,

8086 South Chicago Ave., Chicago 17, Illinois.

ZEGERS

Dura-seal

COMBINATION METAL WEATHERSTRIP • SASH BALANCE



Dura-seal's one piece jamb member has a concave back surface, providing a desirable flexibility which maintains a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions.

sash fasteners, pushplates, flushbolts, and letter hole trim. Yale Lock and Hardware Division, Yale and Towne Manufacturing Co., Stamford, Conn.

"HOUSE SELLING HINTS" is a new booklet with step-by-step procedure for good house merchandising. It suggests a "line of tour," covering every room and every feature. Youngstown Kitchens, Mullins Manufacturing Corp., Warren, Ohio.

TEXTURED PLYWOOD. A full-color booklet for customer distribution shows how WedgeWood plywood appears with various finishes and colors on walls of various rooms. It shows how this plywood, with the soft part of the wood etched out, blends with either traditional or modern decor. Georgia-Pacific Plywood Co., Southern Finance Building, Augusta, Ga.

ADJUSTABLE STEEL FRAMING. Catalog No. 153 gives initial basic information on Flexa steel channels and fittings, including drawings and engineering data. Flexa Steel Products, Inc., 1348-50 West Washington Boulevard, Chicago 7, Ill.

MILDEW PROTECTION. A new bulletin tells how Monsanto products protect paints and painted surfaces against mildew and mold. It covers protection of water-base paints, latex and other emulsion paints, and natural and synthetic oil paints. Monsanto Chemical Co., Organic Chemicals Division, St. Louis 4, Mo.

BUILDING MATERIALS DISPLAYS. A new mailing piece shows Multiplex fixtures to facilitate displaying building materials. It covers fixtures for doors, wall paneling, roofing, moldings, tile, paint chips, brushes, wallpaper, and island displays for other materials. Multiplex Display Fixture Co., 910 North Tenth Street, St. Louis 1, Mo.

LUMBER DIRECTORY. The West Coast Lumbermen's Association, 1410 S. W. Morrison Street, Portland 5, Ore., has released its 1953 "Where to Buy" booklet on Douglas fir, west coast hemlock, sitka spruce, and Western red cedar. It shows capacity, facilities, and products made by its members.

FORESTRY ADS. The American Forest Products Industries, Inc., 1816 N Street, N. W., Washington 6, D. C., offers free advertising mats that stress forestry protection and forest-fire prevention. Space is left for inserting the dealer's name. Ads range from two to four columns in width.

HOUSE PAINT FACTS. "House Paints and Common Sense" tells the consumer things he should know about the right kinds of paint for various purposes and various ways to make his paint job last longer. Helpful for customer guidance. New Jersey Zinc Co., 160 Front Street, New York 7, N. Y.

You're set to sell 2 giant markets

with CELOTEX INSULATING INTERIOR FINISHES



BUILDER PREFERENCE BUILDS PROFITS FOR YOU

"In our Nelson Park and Parklane Drive developments consisting of forty homes in the \$45,000 class, we are finishing off recreation room ceilings with Celotex Insulating Interior Finishes. Thanks to the fresh, unusual, beautiful effects achieved with your attractive tile board, these recreation rooms have proved to be a most popular selling feature."

C. G. Maloney, Fairhill Construction
Company, Cleveland, Ohio



Sales come easier, when you feature genuine

CELOTEX

REG. U. S. PAT. OFF.

BUILDING PRODUCTS

The Celotex Corporation, 120 S. LaSalle Street • Chicago 3, Illinois

Market No. 1—Remodeling

The growing number of "do it yourself" homeowners find it simple and thrifty to build new rooms or modernize existing rooms, with Celotex Insulating Interior Finishes. Build, insulate, decorate — all at one cost. Quickly, easily stapled or nailed in place. Pre-decorated — no painting or papering needed!

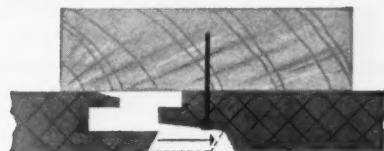
Market No. 2—New Building

Builders across the country, like Mr. C. G. Maloney whose letter appears at left, are using Celotex Insulating Interior Finishes not only for recreation rooms but also living rooms, dining rooms, bedrooms. They save time, labor, materials. Wide range of shapes, sizes and colors permits a great variety of decorative effects.

ONE WORD tells why Celotex Insulating Interior Finishes are the key to these two rich markets . . . PREFERENCE. Nationwide preference among builders and homeowners alike! Sales-making preference built up by superior products plus consistent national advertising for a third of a century!

Today, as always, Celotex makes your selling job easier with a great advertising campaign aimed at both markets. Full-color ads in BETTER HOMES & GARDENS and AMERICAN HOME. Full-page ads in THE SATURDAY EVENING POST and SMALL HOMES GUIDE. Hard-selling ads in SUCCESSFUL FARMING and PROGRESSIVE FARMER. Convincing ads in AMERICAN BUILDER and PRACTICAL BUILDER.

All this, plus all the selling aids you need to tie in and cash in! . . . The new 32-page remodeling book, "97 Ways to Improve Your Home." A big Contractor's Idea Book. Counter display. Ad mats for local newspaper advertising. Ask your Celotex representative for details!



New, Improved Celotex "E"-Joint

This exclusive development makes Celotex Tile Board far easier to fit together. Simplifies alignment, reduces installation time. Assures a snugger, neater, more attractive joint. Completely conceals staples and nails.

HOO-HOO LOG

HOUSTON, TEX.: Houston Cats will hold their annual golf tournament May 21 at the Texico Country Club. The tournament will start at 10:29 in the morning and will end with a cocktail party and barbecue dinner.

MIAMI BEACH, FLA.: One of the biggest concats staged anywhere recently was the one held April 16 in

conjunction with the annual convention of Florida retail dealers. A prominent degree team gave 55 Kittens "the works."

AUGUSTA, GA.: Seventeen lumbermen were initiated into Hoo-Hoo at a concat here on April 1 during the Georgia dealer convention. The degree team included State Deputy Snark Oertell Collins, Savannah; Dick Wand, Florida state deputy snark, and Tom Wait, of Tampa.

GALVESTON, TEX.: Sixteen Kittens were processed at a concat held here on April 20 as part of the Texas lumber dealer convention. Present were Snark of the Universe Arthur Geiger, of Tacoma, Wash.; Interna-

tional Secretary Ben Springer, and International Past-President Lynn Boyd, Rameses 43, of Pampa, Tex. Amarillo's Horace Scott and John Huffhines spearheaded the concat and arranged the popular stag party that followed.

TAMPA, FLA.: Fourteen Kittens were initiated by Hoo-Hoo Club No. 56 here on April 6 in presence of about 50 Cats. Ben Jones was in charge of the concatenation. A steak dinner was enjoyed by all following the impressive ceremonies.

ST. PETERSBURG, FLA.: Cats who were initiated at the February 13 meeting of Club No. 64 were honored at the meeting in the club's rooms on April 1. Movies were enjoyed following the business session.

IT PAYS TO PROMOTE PENTA Pressure-Treated Lumber!

PENTAchlorophenol

... Most Satisfactory Of All Wood Preservatives

PENTA, in addition to its superior effectiveness in protecting wood against decay and termites, has many other desirable characteristics. It will not leach. It does not wash away in rain or ground water. After treatment, wood is clean, dry, easier to handle and store. PENTA, because it is an oil-borne preservative, does not cause wood to swell, shrink or warp, and does not require drying after treatment.

Pressure-Treating structural lumber with PENTA protects it against decay, fungus attack, termites and other insects, and multiplies the already limitless uses of this most versatile of all building materials.

PENTA Pressure-Treated lumber helps combat the competition of other products—provides spectacular merchandising possibilities—and earns a *double profit*: your normal first profit on untreated lumber *plus* an additional generous margin on the pressure treatment. Builders make more money too because PENTA Pressure-Treated lumber offers their customers phenomenal extra benefits at surprisingly small extra cost.

Pressure-Treatment involves no inconvenience, adds little or no cost to your operations. Inbound shipments are simply routed to your nearby wood preserving plant and then to your yard. Stock lumber is easily trucked to the wood preserving plant and either returned to your yard, or delivered to the job.

Investigate today! Like hundreds of other dealers, you will probably find PENTA Pressure-Treated lumber will pay you the biggest margin of all the products you sell!



*Get The Facts!
Write For Literature*

WOOD-TREATING CHEMICALS CO.
5137 Southwest Ave. • St. Louis 10, Mo.

THESE ARE THE PLANTS IN YOUR AREA WITH PRESSURE-TREATING FACILITIES

International Creosoting & Construction Co.; Galveston; Texas	Southern Pine Lumber Co.; Treating Div.; Diboll; Texas
St. Regis Sales Corporation; Suwannee Division; Fargo, Ga.	Standard Wood Preservers of Shreveport, Inc.; Shreveport; La.
United Creosoting Company; Houston; Texas	

A LIST OF ALL PENTA PRESSURE-TREATING PLANTS IN THE U.S. WILL BE SENT ON REQUEST

Whitten Heads New Hoo-Hoo Club in Knoxville

R. H. (Bob) Whitten was elected first president of the Hoo-Hoo Club that was organized in Knoxville, Tenn., April 13. He is vice-president of the Chavannes Lumber Co.

Other officers of the new Knoxville club include: vice-president, Donald Mirts, Dealers Warehouse Corp.; secretary, R. O. Brownlee, manager, Tennessee Building Material Assn.; treasurer, Newton T. Barnes, Cockrum Lumber Co.

Elected members of the board of directors were Robert Anderson, Diamond Hill Plywood Co.; Hobart Johnson, Chandler & Co.; Malcolm Miller, lumber wholesaler; Fred R. Stair, Farragut Lumber Co., and Carl W. Justice, U. S. Plywood Corp.

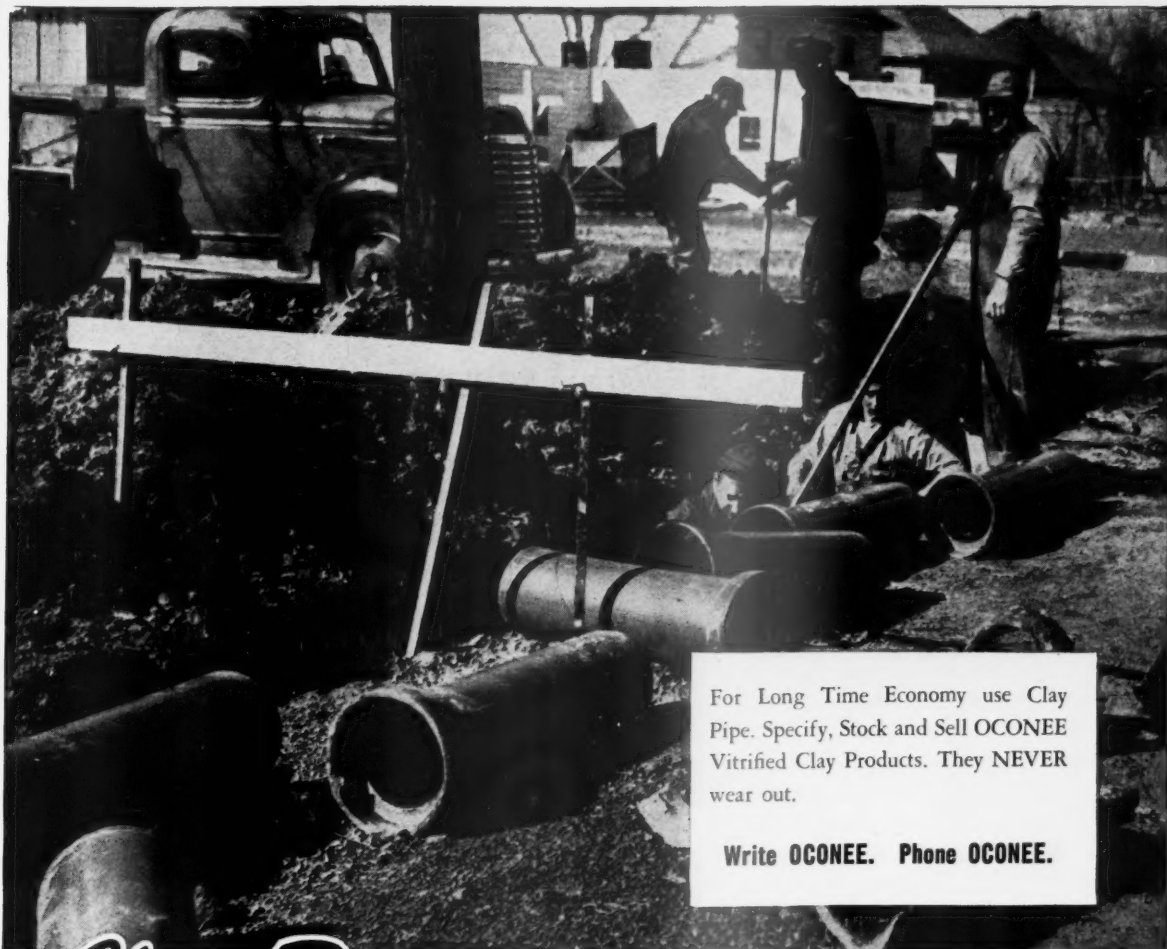
Thirty-one of the 34 "local" men who were initiated into Hoo-Hoo in Gatlinburg during the Tennessee dealer convention were present at the club organization meeting.

Justice has been appointed vice-gent snark for the Knoxville area. Whitten, Stair, and Miller are all old-timers—pre-war Cats.

Weyerhaeuser Wins U. S. Advertising Award

Competing with more than 200 advertising campaigns, the full-color advertisement of the Weyerhaeuser Timber Co. depicting Pacific Northwest tree farms won fourth place in the first annual awards for distinguished advertising in the public interest under the auspices of the *Saturday Review of Literature* magazine.

The publishers of the *Saturday Review* explained that "it is our purpose to recognize, annually, those national advertisements which best serve the public interest, and which most searchingly document the continuing miracle of America."



For Long Time Economy use Clay Pipe. Specify, Stock and Sell OCONEE Vitrified Clay Products. They NEVER wear out.

Write OCONEE. Phone OCONEE.

Clay Pipe BOOSTS "LIFE EXPECTANCY"

For over Forty Years OCONEE Dealers—Right here in the South—have been delivering miles and miles of OCONEE Clay Pipe and Fittings to cities, home owners, industrial plants.

This pipe is in the ground today—impervious to sewer gases, alkalis, and industrial wastes. Its "life expectancy," yet to come, is years and years—decades. For long time economy in sewage and waste disposal, use OCONEE's dependable all-purpose Clay Pipe. And all the fittings, too. They NEVER wear out.

Turn to OCONEE today for the best in clay. Stock OCONEE Clay Pipe. Sell OCONEE Clay Products—pipe, fittings, flues, brick, wall coping, flue lining, structurals.

**FOR PERFORMANCE — CLAY
FOR QUALITY — CLAY
FOR CLAY**

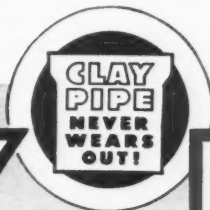
OCONEE

CLAY PRODUCTS COMPANY

**MILLEDGEVILLE
GEORGIA**

C-548-3

Vitrified



CLAY

PIPE

Attic Fan Sales REVOLUTIONIZED

by the Hunter Package Fan
and this Demonstration Display



■ The new Hunter Package Fan is easy to sell because it can be demonstrated so effectively. It is also the simplest of all attic fans to install. Fan rests on attic floor, requires only 18" clearance. The compact unit is complete with ceiling shutter and trim.

Write for prices on Hunter Package Fans and information on how to secure this sales-making Hunter Demonstration Display.

HUNTER FAN AND VENTILATING CO.
394 S. Front St., Memphis 2, Tenn.



Hunter PACKAGE ATTIC FANS

ASSOCIATION DIRECTORY

Associations serving Building Supply Dealers in
Southern and Southwestern states—and served
by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Byron P. Howlett, Monticello, Ark.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: T. A. Roe, Greenville, S. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: B. Frank Edwards, Tampa, Fla.

Kentucky Retail Lumber Dealers Association — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: R. E. McConnell, Paris, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Harry V. Balcom, Bossier City, La.

Building Material Merchants of Georgia—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: W. O. McNair, Macon, Ga.

Lumbermen's Association of Texas — Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: John Armstrong, San Angelo, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: G. Hunter Bowers, Frederick, Md.

Mississippi Retail Lumber Dealers Association — 650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: T. A. Rigdon, Forest, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: H. J. Munnerlyn, Bennettsville, S. C.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel.: 7-0338. President: Dale Carter, Tulsa, Okla.

Southern Sash and Door Jobbers Association—920 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: W. Horace Woods, Houston.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: John A. Thames, Birmingham, Ala.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: Fred S. Stephenson, Chickasha, Okla.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: W. S. (Red) Sexton, Knoxville, Tenn.

Virginia Building Material Dealers Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: William N. Neff, Abingdon, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Robert N. Swiger, Clarksburg, W. Va.

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MAKE CUSTOMERS

OF PROSPECTS—



YET COST LESS THAN MANY DOMESTIC WOODS!

Mahogany! — the very word suggests the ultimate in luxury, beauty, good taste, desirability.

Now The Mengel Company offers you the magic of Mahogany — doors of genuine African Mahogany — *at less cost than for comparable doors faced with most domestic woods!* Get all the facts today!



Door Department
THE MENGEL COMPANY
Louisville 1, Kentucky

ASSOCIATION ACTIVITIES

Texans Challenged with Political and Management Tasks

THE NEEDS for building material dealers to be more politically conscious and to be more conscientious in managing personnel were clarified and analyzed in a new type program at the 67th annual convention of the Lumbermen's Assn. of Texas in Galveston, April 19-21.

A trio of specialists from Southern Methodist University covered personnel management. Governor Allan Shivers and a civic-minded dealer from Kentucky presented the political challenge.

More than 3,000 persons attended the three-day meeting and milled through the Pleasure Pier displays of 141 exhibitors.

As the conventioners read the three daily issues of "Convention Chatter," published by the Kelley Mfg. Co. with Tom Rogers as editor, they were mindful of the misfortune of Dick Dumit. This former friendly editor must spend his life in an iron lung due to contraction last summer of three kinds of polio. A special fund is being collected for Dick by a committee headed by Lynn Boyd, of Pampa.

Boyd was the recipient of a 30-minute surprise presentation by W. B. (Windy) Oldham, in behalf of the association, of a complete outdoor dining hospitality outfit—from barbecue grill to redwood benches and cutlery. Boyd's leadership of the

Texas and national associations, Hoo-Hoo International, and Pampa civic and commercial groups for 25 years was extolled by Oldham, who gave due credit to Mrs. Boyd for her sacrifices and assistance. Oldham estimated that Boyd had traveled some 200,000 miles on lumber-industry missions for an out-of-pocket expense of \$25,000.

Incisive speeches both morning and afternoon by two SMU officials, along with a case-study demonstration by SMU's C. H. Shumaker, laid the groundwork for a capsule form of a Top Management Seminar forum Tuesday afternoon. LAT's Executive Officer Gene Ebersole served as moderator.

Dr. Willis Tate, vice-president of SMU and a sociologist, explained "The Effect of Culture on Human Relations" and "The Power of Social Attitudes." Dr. A. Q. Sartain, SMU's personnel administration department chairman and a psychologist, discussed "Leadership of Workers in a Democratic Society" and "Gaining the Cooperation of Workers."

Both they and Shumaker, who directs SMU institute of building material distribution, justified these concepts of employer-employee relations:

Paternalism is out. The greater knowledge of today's workers, due to travel, education, and exposure to

television, radio, movies, etc., makes them require and deserve more intelligent and democratic handling.

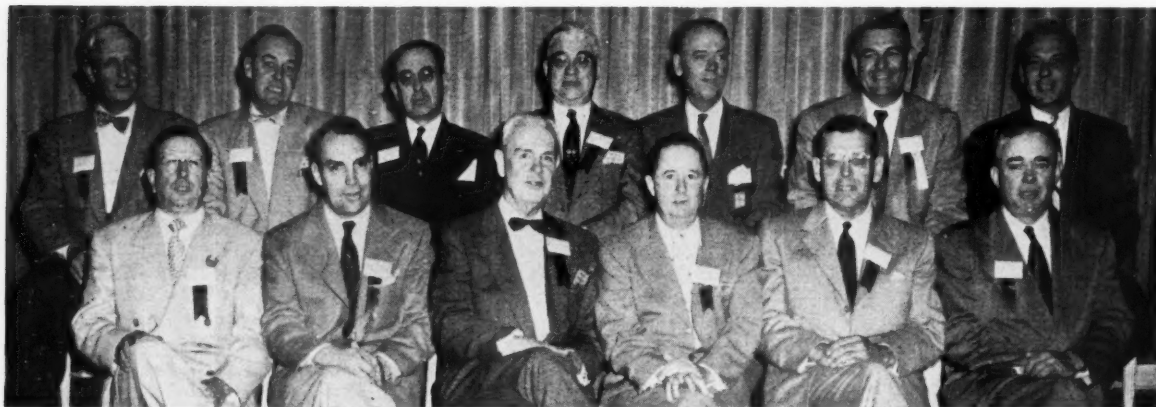
Job significance must be made more important. The routine of many jobs, the larger size of staffs, the regimentation of unionism or its proximity, these make it necessary to develop the interest of employees in their jobs, their contribution to society, their opportunity for advancement.

Employers must gain and keep the confidence of employees. This means employers must share more internal information with employees; must welcome their ideas and air their grievances; and must appreciate their backgrounds, home circumstances, and outside interests.

For his speech on "The Will to Fight," Texas Governor Shivers was escorted to the platform through a packed Marine Room by 12 lumbermen who are mayors of their Texas cities and by two LAT vice-presidents. He was introduced by J. Lee Johnson Jr., of Fort Worth.

Shivers declared that "state and Federal taxes are too high. I doubt whether we can afford any additional taxes. I am fighting for a balanced budget. Business hasn't a chance as long as government budgets aren't balanced."

"You businessmen must demand responsiveness and responsibility



NEW OFFICERS and national association representatives of the Lumbermen's Assn. of Texas are seen following their election in Galveston on April 20.

The front row includes, from left, A. E. McCain, of Tyler; W. B. Carssow, of Austin; W. H. Curry, of Waco; John Armstrong, of San Angelo; Harvy Richards, of New Braunfels, and C. R. Delhomme, of Houston. McCain is sergeant-at-arms. Carssow is third vice-president. Armstrong is the new president. Richards is first vice-president. Delhomme is treasurer.

Those standing, from left, are Gene Ebersole, of Hous-

ton; W. B. Oldham, of Dallas; Warren F. Keys, of Marshall; H. L. Stokely, of Brownsville; W. B. Milstead, of Houston; Gene Klein, of Amarillo, and Vincent Ogletree, of Houston. Ebersole is the executive vice-president. He, Oldham, and Milstead are directors in NRLDA. Stokely is the Texas district member of the NRLDA Executive Committee. Past-President Keys, Klein, Richards, and Armstrong are alternate dealer-directors in NRLDA.

Roy Gaither, of Waco, is the fourth NRLDA dealer-director. Jack Dionne, of Houston, is LAT honorary secretary.



How to give Builders the Business with **COLOR-GRAINED SIDING**

Help builders save up to \$650 per house on siding costs and it'll mean better business for them and more for you. That applies to re-siding as well as new construction. Here are some eye-opening figures, comparing the cost of Color-Grained asbestos-cement Siding† with wood shingles . . . showing savings up to \$657 for an average home with 15 squares of siding:*

Cedar Siding (3/4" x 10") @ \$325 per M
(including waste) x 15 sqs. — \$487.50*
Felt @ \$1.00 sq. — 15.00
Painting 15 sqs. — 350.00
Total cost of lumber construction — \$852.50

Color-Grained Siding
@ \$12.00 sq. x 15 sqs. — \$180.00
Felt @ \$1.00 sq. x 15 sqs. — 15.00
— \$195.00
\$852.50 — \$195.00 — \$657.50 SAVINGS

For a real luxury siding on soft sheathing compare this perfect combination — Color-Grained Siding plus ShadoWedge# and Twist Nails. (described at right). This deluxe combination still saves you \$545* compared to wood siding!

Not only does Color-Grained Siding create new business by bringing siding costs down, it's new and different, with proved sales appeal. It is "shake"-textured and decorator-designed in a choice of six two-toned colors. And to top it off, Ruberoid has added Duroc, a protective finish that enriches the color, resists dirt, stains and weather.

If you're not cashing in on Color-Grained Siding, see your Ruberoid representative now. Or send for Color-Grained literature and samples. The Ruberoid Co., 500 Fifth Ave., New York 36, N. Y.

*Figures based on prices in Elmira, New York in June 1952.

SHADOWEDGE

The extra cost of ShadoWedge# is negligible when you consider its advantages. It's a tapered asphalt undercourse strip with a thicker lower edge that thrusts the siding shingle forward. Result . . . rich deep shadow lines that add a look of luxury to sidewalls. ShadoWedge also provides extra weather protection.

TWIST NAILS

Designed especially for fastening shingles to non-lumber sheathing, Twist Nails anchor Color-Grained Siding with a lock-tight grip. They're easy to apply too. Your apprentice or helper can twist them into place faster than you can drive them. Twist Nails cost no more. No special knack to driving. Twist Nails are the simplest, most economical, and one of the most effective special fasteners on the market today!

+Patent Nos. 2307733, 2307734, others pending
=Patent No. 2394379, others pending

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**ASPHALT AND ASBESTOS
BUILDING MATERIALS**

Anyone who buys
Lumber or Paint
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sell these *clean* Penta
WOOD PRESERVATIVES



FOR WOOD TO BE PAINTED

Water repellent. Stops rot—kills termites—controls warping, swelling, grain raising, end-checking. Recommended in lieu of prime coat for paint. Ready-to-use in 55 gallon drums, 5 gallon cans, 1 gallon cans. Attractively lithographed.



FOR GENERAL PURPOSE USE

All-round, low-cost product for use where surface is not to be painted soon. Stops rot—kills termites. Available in 55 gallon drums, 5 gallon cans, 1 gallon cans. Attractively lithographed. Ready-to-use or 1-10 concentrate.

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- **CONSUMER ADVERTISING**
- **BUY FROM NEARBY DISTRIBUTORS**

WIRE — WRITE — PHONE

CHAPMAN CHEMICAL COMPANY

DERMON BUILDING
MEMPHIS, TENNESSEE

from your government representatives and officials. Select and vote for them carefully—and then back them up. Service in the Legislature is no hobby; it's a serious job for the welfare of all."

Mayor of Lebanon, Ky., and long a leader in both the national and Kentucky dealer associations, Don Campbell challenged the Texans with "The Obligations of Citizenship." He commended the fact that "12 per cent of the residents of Texas are governed by lumbermen who serve as mayors or in other capacities. Said Campbell:

"Business leaders must learn what good politicians instinctively know—that how a thing is done and how it is presented is equally as important as what is done, and businessmen must realize that politics is all the people's business.

"We must be unselfish in our demands; generous in our cooperation. This administration must not fail, because if it does, that failure will be tarred with the epithet that it was a business government, and what we have experienced in the last 20 years will seem to be a mild tea party in comparison to what we will get.

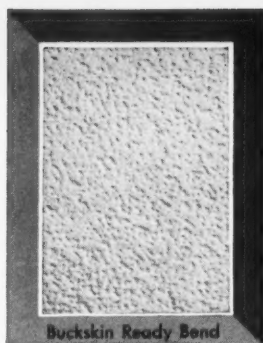
"But how many times have I heard businessmen say: Politics is out of my line. I am not a politician; I am a businessman.

"Civic club members say our charter does not allow us to take an interest in politics; we are strictly a service club. And I keep asking myself, 'Service for whom?' Certainly not to ourselves when we ignore the problems which face our community and our nation; certainly not to our business if we ignore issues which may eventually vitally affect us; certainly not to our families if we shut our eyes to problems that touch our everyday life.

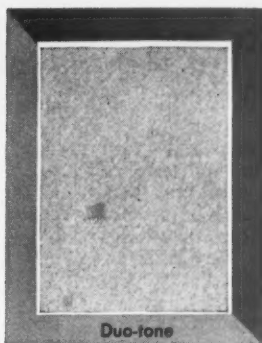
"Such ignorance can be espoused only by the indifferent. If a man can not—or will not—carry the responsibility of his citizenship, he has no right to be a leader in his community or in his industry.

"Citizenship is a sacred trust, and we have no right to the privileges of it unless we assume the responsibilities that go with it. We have no rights if we choose to be too good to take an interest in government, too indifferent to promote good administration. Government by the people is a reality only when its citizens have more political courage than the paid servants of government.

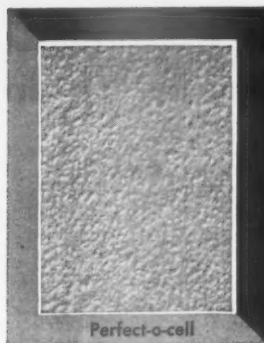
"We must do more than teach our youth to recite the Declaration of Independence and the Bill of Rights. A parrot could do that. We need to teach them the meaning of the Constitution and the Bill of Rights, what it cost this nation in the sweat and blood of our forefathers to preserve it intact as a heritage to hand down. We must instill the seeds of good citizenship in those who are to follow us."



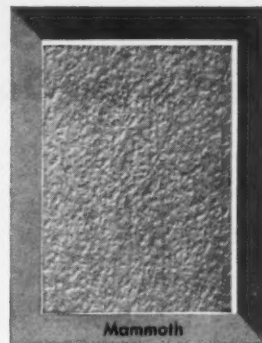
Buckskin Ready Bend



Duo-tone



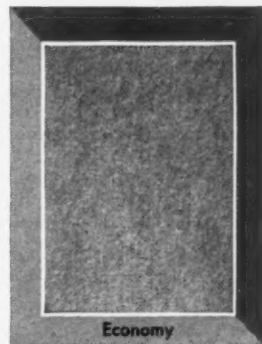
Perfect-o-cell



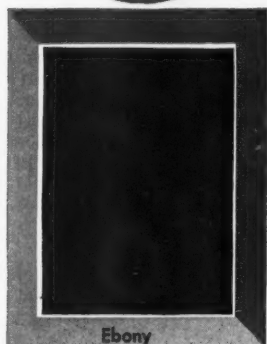
Mammoth



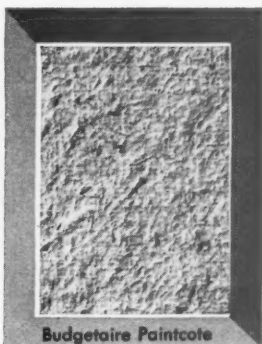
Let **PLASTERGON**
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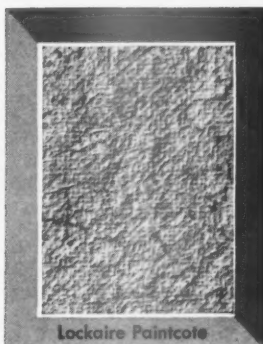
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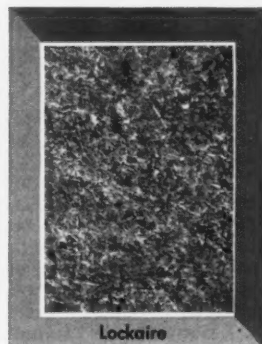
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Budgetaire Paintcote



Lockaire Paintcote



Lockaire

We'd blush at the suggestion that we're Old Masters . . . but we have what it takes to make a wall a work of art . . .

That's Plastergon . . . made in every type of wallboard your customer needs. Styled and specified to his exact requirement . . . and at the best price.

Let us help you to create a sales masterpiece with the complete Plastergon line. Ask us for full details and product literature.

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Check this list . . .
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for your every need

BUCKSKIN READY BEND—1/10" pebbled wallboard especially useful in display work. 4' x 8' panels . . . 20 pieces per bundle.

DUO-TONE—2-color wallboard in 6 different color combinations. Four-ply . . . 48" wide . . . 6 to 12 ft. long. Bundles of 12.

PERFECT-O-CELL—Approximately 3/16", 4-ply, pebbled wallboard with extra sizing on both sides. Rich cream color. 48" wide . . . lengths 6 to 12 ft.

MAMMOTH—Approximately 1/4", 5-ply, pebbled wallboard of great beauty and strength. 48" wide . . . standard lengths 6 to 12 ft. Bundles of 10.

ECONOMY—A lot of value at low cost. Smooth finish, both sides. 4-ply . . . 48" wide . . . 6 to 12 ft. long . . . bundles of 12.

EBONY—1/8" asphalted underlay board. 30" x 48" (100 sq. ft. per bundle). Also standard panels 48" wide, 4 to 12 ft. long.

BUDGETAIRE PAINTCOTE—5/16" insulating board. Licorice root fibres. Factory painted one side. 48" wide . . . 6 to 12 ft. Bundles of 10.

LOCKAIRE PAINTCOTE—1/2" insulating board. Licorice root fibres for greater strength. Factory painted one side. 48" wide . . . 6 to 12 ft.

LOCKAIRE—1/2" and 25/32" Asphaltic board. 48" wide . . . 6 to 12 ft. long. Also v-joint panels 2' by 8'. 25/32" building boards.

Productive Sales Methods Described to Florida Dealers by Virginian

FIVE WAYS to build sales and do a better job of "Keeping Up with Growing Communities" were detailed for Florida dealers by Craige Ruffin, vice-president of Ruffin and Payne, Inc., retailers in Richmond, Va., at the 33rd annual convention of the Florida Lumber and Millwork Assn. Held at Miami Beach, April 16-18, the attendance of some 550 persons for the gathering set a new record.

The basic sales activities used by the Ruffin firm include these:

"1. We advertise regularly every week in the newspapers. The results of running piece-pricing ads have been very gratifying, with an increase of floor traffic."

"2. We send out monthly syndicated magazines to both home-owners and farmers, and hand out a variety of souvenir advertising items."

"3. We attempt to keep in good with our local newspaper men. Until we began this, several years ago, it was tough for us to get any kind of news items into our local papers. Since then a newspaper friend has given publication to every Minute Man release that has come from the national association."

"4. We consider good housekeeping important. We keep a clean office, attractive showrooms, clean yards and warehouses."

"5. Not to overlook any possibilities of completing a sale, we have a follow-up system for our salesmen to handle on their prospects. Each salesman makes out his own prospect slip, which is recorded on the master sheet of the sales manager."

Describing the training that his employees must have, Ruffin asserted that they "should know their products, know as many customers as possible, know competitors, know their products and what they can do for the customer, and know suppliers."

Speaking on "Dollars and Sense of

Lumber Dealer Advertising," Phil Creden said the fundamentals of management are to have the merchandise and to be able to service it. Advertising manager of the Edward Hines Lumber Co., Chicago, Ill., Creden listed "trained personnel, good point-of-sale displays, and a broad advertising campaign" as ways to keep volume up.

T. W. Ramsey, Jr., Tampa lumber dealer, described the use of lumber in atomic bomb shelters. He said that, although most people think in terms of iron and steel when they consider bomb shelters, wood is an excellent material and not on the critical list. He expressed the belief that we not only are headed for another war, but that it will definitely be fought with atomic bombs.

He described a shelter designed to protect a family from blast, flash, and radiation hazards, built to accommodate as many people as the owner would desire, up to 1,000. The atomic bomb shelter is "designed around two principles — the great strength of end-grain timber used in short spans, and the rounded shape. The shelter is placed in the ground as far as the water level will permit."

The Florida association voted to have a wooden shelter of this type tested at Yucca Flat. To accomplish the mission, new President B. Frank Edwards appointed a committee consisting of Ramsey as chairman, Krauss Brothers' John Dolcater, and Retailer Asher Culp.

During an open forum on "Marketing and Merchandising," with *American Lumberman's* Arthur A. Hood serving as moderator, J. H. Adkisson, of the Florida FHA office, admitted that mortgage money was tight in most places at 4 per cent.

Lucien Renuart, a Miami dealer, said his company was keeping up net profit by promoting more packaged-deal selling for residential building.

H. R. Northup, executive vice-president of the National Retail



CRAIGE RUFFIN

Lumber Dealers Assn., Washington, commented that many agencies in Washington are working for higher interest rates to increase the amount of mortgage money available to stimulate more building.

Dr. J. Frank Goodwin, marketing professor at the University of Florida, made some serious points on better merchandising in a light way at the Friday luncheon.

His topic was "The Egocentric Predicament." To help businessmen understand that they would be more successful if they tried continuously to see the other fellow's point of view, Goodwin entertained the Floridians with a series of down-to-earth, humorous stories illustrating the basic points of getting along with customers and employees.

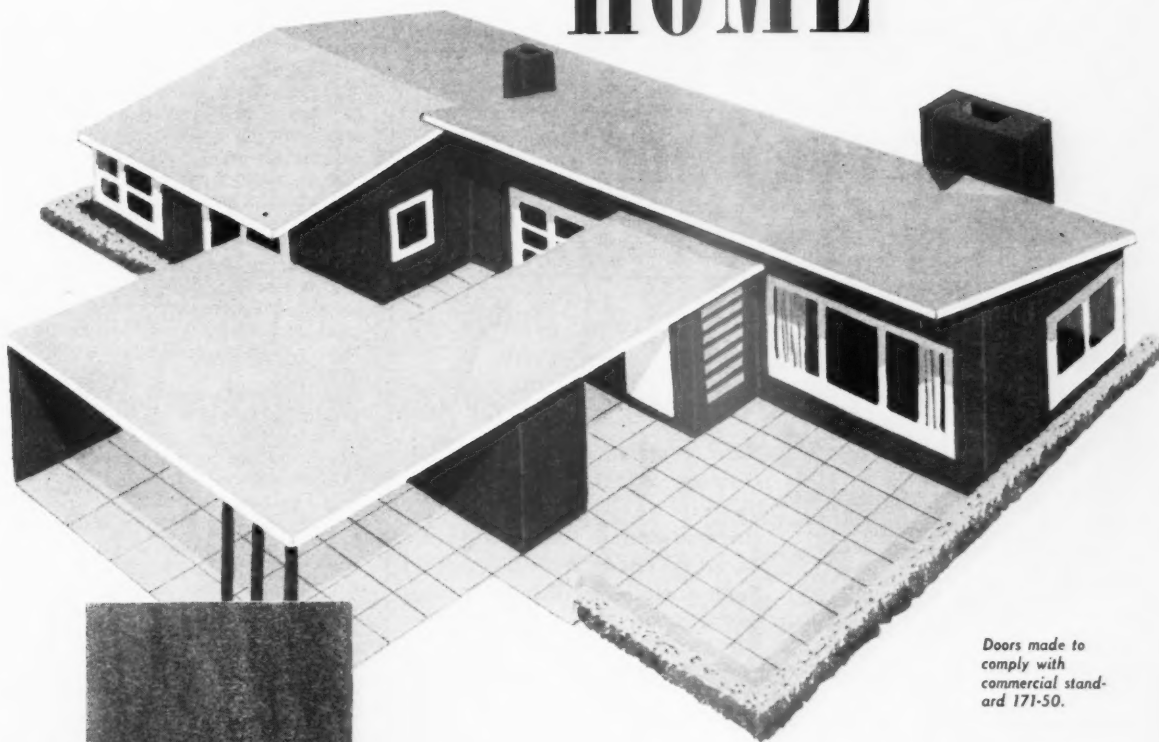
New directors elected are A. E. Thornton, Tallahassee; W. R. Thompson, Jacksonville; R. K. Gregory, Deland; Charles Lunsford, Delray Beach; Edward Simpson, Fort Myers; D. H. Corneal, Auburndale; H. Gray Eckles, St. Petersburg, and George Pasteur Jr., Ocala.

Associate directors include M. D. Ebert, Fort Lauderdale, representing manufacturers; J. E. Crosby, Jacksonville, wholesalers, and I. W. Phillips, Tampa, jobbers.



NEW OFFICERS of the Florida Lumber and Millwork Assn. are seen at left, following their election in Miami Beach last month. Left to right, they include Dewitt Dawkins, Jacksonville, second vice-president; B. Frank Edwards, Tampa, president; Mrs. Marie Bennett, Orlando, secretary-treasurer; and R. C. Tylander, West Palm Beach, first v-p. Next convention will be in Jacksonville.

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*Doors made to
comply with
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ard 171-50.*

... needs a beautiful door

Designed for modern living, Davis flush doors add to any home. The simple, yet attractive design leaves no corners or edges to catch dust. They can be used in natural finish or painted to match furniture.

A Davis-manufactured door is not only beautiful but it is a door that a dealer can sell with confidence — because of its superior construction, you know your customers will be more than satisfied with a Davis Flush Door.

DAVIS

MANUFACTURING COMPANY, INC.

NEW ORLEANS, LA.

1075 S. CLARK ST.

Get Set to Go!

SOUTHERN Sash and Door Jobbers Assn.: June 1-3, Olympic Hotel, Seattle, Wash.

ALABAMA Building Material Exchange: June 12-13, Panama City, Fla., Deep-sea fishing rodeo.

OKLAHOMA Lumbermen's Assn.: October 20-21, Municipal Auditorium, Oklahoma City.

Sweet Tells Arkansans of 20 Ways to Win and Hold Contractors

TWENTY different factors that influence contractors to buy from a favored dealer received such enthusiastic reception at the 49th convention of the Arkansas Assn. of Lumber Dealers, the program was multigraphed and sent to all members. The 20-point program for attracting volume from contractors was the basis of a talk by Bob Sweet, of R. L. Sweet Lumber Co., Kansas City, Mo.

The meeting was held April 8 and 9 in Little Rock, Ark., at the Marion Hotel. Consisting of talks, a doughnut-dunking party, and a banquet, it attracted 334 dealers, suppliers, and guests.

Because the contractor is a repeat customer and a quantity buyer, the dealer can afford to devote time and effort to him, Sweet said. His 20-points include:

1. Advertising.
2. Convenient location, with parking space for contractors' vehicles, and a special office or desk to serve contractors only.
3. Variety of stock, which is more important in serving contractors than a four-time turnover. (Good stock records and frequent buying prevent overloading on certain items.)
4. All grades of lumber. The customer should be the judge of the quality he wants, and the dealer should supply good, better, and best grades.
5. Delivery service. The dealer should supply his own delivery or contract hauling, with special delivery service for contractors.
6. Plan service.
7. Financing service.
8. Real-estate service. More lumber is sold by the dealer who helps contractors and speculative builders to find building sites. He recommended that the small dealer keep lists of available sites as a service to contractors.
9. Sales assistance. This covers passing leads on to contractors and helping him sell his services.

Things not to do in relationship with contractors included not standardizing prices for all contractors; not taking undue credit risks; not protesting the contractor who buys part of his needs elsewhere; not letting stocks run low.

T. Arthur Holt, retiring president, recommended special training for sales personnel. He explained how his wallpaper department had operated at a loss until he trained the woman bookkeeper to sell wallpaper.

Discreet use of the lien law was discussed by E. DeMatt Henderson, secretary of the association, who related how the efforts of Arkansas lumbermen had succeeded in blocking the passage of a bill by the Arkansas State Legislature, which would have changed the law to the disadvantage of dealers.

"The power behind national legislation comes from the people at home." John H. Else, national affairs counselor of the National Retail Lumber Dealer Assn., thus urged his audience to keep in touch with their representatives at Washington, D. C. for the benefit of their industry.

A manpower shortage was dis-

Every Screen Door is a Prospect!



Your Market Is Thousands Of Homes With **PLAIN** Screen Doors!

Homeowners Are Ready To Beautify Them With **NEW, Fast Selling National Guard Grilles!**

CAPTURE THIS BUSINESS WITH THE MOST COMPLETE LINE IN AMERICA!



NATIONAL GUARD

Adjustable ...

Screen Door Grilles

✓ CHECK THESE IMPORTANT FEATURES

- **Adjustable**—Fit all popular size doors. Minimum inventory required.
- **Figurines**—Made of cast aluminum, not stamped. Life-like!
- **Scrollwork**—Hand-crafted steel with 2 coats of white enamel.
- **Each Design In Two Sizes** Models "S" for Regular Screen Doors. Models "C" for Combination Doors.
- **Price Range For Every Home**—List from \$6.50 to \$21.50.

ONE OF
8 MODELS
COLONIAL DAME
List Price
\$18



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Nationally Advertised In
BETTER HOMES AND GARDENS
• **HOUSE BEAUTIFUL**
• **LIVING**

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NATIONAL GUARD PRODUCTS, INC., 540 Jackson Ave., Memphis, Tenn.



here's good news for your customers
and good selling for you!

NEW GPX GREEN



Plastic-Faced Plywood

*is Engineered
for Painting*

Builders, home-owners, industrialists . . . anyone who paints will want this revolutionary new plywood because it is specially designed to make painting faster and easier than ever before.

GPX GREEN is check-free and crack-free, reduces grain raise, requires less paint and makes it last up to 3 times longer than other materials. It's made from top-grade, solid-core Douglas Fir plywood surfaced with a phenolic resin plastic overlay that produces the smoothest painting surface obtainable—so smooth that sanding is never required. Tell all your customers about these outstanding features. But first, call your G-P warehouse and stock up with profit-making GPX GREEN.

G-P PRODUCTS

GPX Plastic-faced plywood • G-P Crownply hardwood plywood • G-P WedgeWood decorative paneling
G-P Plysheet Southern plywood • Douglas Fir Plywood
Giant-sized Scarfed panels • Fir pattern Doors • Hardwood Flush Doors • Cypress and Redwood Lumber
Southern pine • Western lumber • Southern hardwood lumber • Treated lumber and timbers • Residential and factory flooring • Mouldings



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Augusta, Georgia
Call 2-8383

cussed by Allan T. Flint, secretary of the Southwestern Lumbermen's Assn. The average age of employees in the industry is considerably above other fields, he pointed out. A training program for younger men was urged to bring the young trainee up fast to the point where he can earn an adequate income.

Phil Creden, public relations manager of the Edward Hines Lumber Co., Chicago, Ill., said that smaller families and the lack of domestic servants created the trend to small homes.

Urging that service be stressed in sales and advertising, Creden declared that the average dealer could list 30 services which he performs every day. He deplored the fact that many modern dealers, with handsome new stores, deem it necessary to good merchandising to add new gadgets to stock.

"Profits are in lumber and building materials—not in flashlights and other lines foreign to the lumber yard. Don't clutter up materials salesmanship with diversified lines. The dealer who does good merchandising on building materials does not need to add lines that yield less profit and require specialized selling."

Creden criticized the trend that promotes the "do-it-yourself" program. Do not antagonize carpenters, he urged. He recommended that in advertisements prices be quoted for a room, a porch, or a closet, rather than for materials.

Elected new officers of the Arkansas Assn. of Lumber Dealers are Byron P. Howlett, Monticello, president; Robert Stair, Little Rock, first vice-president; Frank Moore, New Port, second vice-president; Peter Heigel, Conway, third vice-president; E. DeMatt Henderson, Little Rock, secretary, and A. C. Davidson, Little Rock, treasurer.

Directors include John Paul Hamerschmidt, Harrison; Lara Hutt, Pine Bluff; Bill Comer, Eldorado, and Norman Mallory, Little Rock.

BYRON P. HOWLETT, of Monticello, right, is the new president of the Arkansas Assn. of Lumber Dealers. Congratulating him is **T. Arthur Holt**, of Marked Tree, whom he succeeded. Holt presented as dinner entertainment the Marked Tree Girls Ensemble. Convention speakers included Gene Flack, sales director for Sunshine Biscuits.



Political Emancipation and Freedom Analyzed at Georgia Meet by Sensing

WITH THE TOTAL Democratic vote only 6 per cent greater than the Republican vote in the last presidential election in 11 states, and with four of the states going Republican, the South is no longer solid but a site for two political parties, Thurman Sensing told a luncheon audience at the 28th annual convention of the Building Material Merchants of Georgia in Augusta on March 31.

"The South will no longer vote any ticket blindly, but will look at the issues and recognize the two-party system as an economic necessity," the executive vice-president of the Southern States Industrial Council from Nashville, Tenn., told the Georgia dealers and their suppliers.

Speaking on the topic, "Freedom—with a Southern Accent," Sensing said that freedom can't be divided into parts. "You either have it or you don't have it.

"The individual is finally respon-

sible for his own security and freedom. Our national trouble is that we pay too much attention to things and not enough to people; we give too much attention to acquisition of knowledge and not enough to wisdom.

"The solution for each of us is to get full information on each issue; do our own thinking, and arrive at our own conclusions."

The services and activities of the National Retail Lumber Dealers Assn. were explained vividly by Henry J. Munnerlyn, of Bennettsville, S. C., its president. He described sales promotional and public relations methods of his firm, and then he urged the Georgians to go in for packaged selling.

Packaged selling, home financing, and distribution were principal topics discussed in panel sessions moderated by Counselor J. G. Rowell. Besides those pictured on page 72, the panel participants included Munnerlyn; Gates Ferguson, Celotex advertising director; Charles H. Taylor, Georgia Tech industrial course coordinator, and Charles W. Peek Jr., Cedartown dealer.

Peek urged the dealers to study and carefully learn the procedure for making FHA-insured home loans, and then to see that all factors function promptly in closing such a contract.

Questions and comments on distribution problems revealed accord on the time-proved economy of distribution from manufacturer to wholesaler-jobber, to retailer of building materials.

A past-president of the Florida Lumber and Millwork Assn., Panama City's Forace Holland told how satisfactory Florida dealers had found their Workmen's Compensation Self-Insurers Fund. A committee was appointed to study the practicality of such a fund for Georgia dealers.

A new collection service, to be operated by the Georgia association, was explained by Jack Erickson, manager of the Lumber Credit Protective Service, Minneapolis, Minn.

Support of the National Association of Lumber Women was invited by Miss Pauline Richers, president of the Atlanta chapter and secretary to an Atlanta lumber dealer.

Leo Aikman, *Atlanta Constitution* columnist, loosened up the convention crowd with a chain of jokes at the opening banquet. Dancing followed.

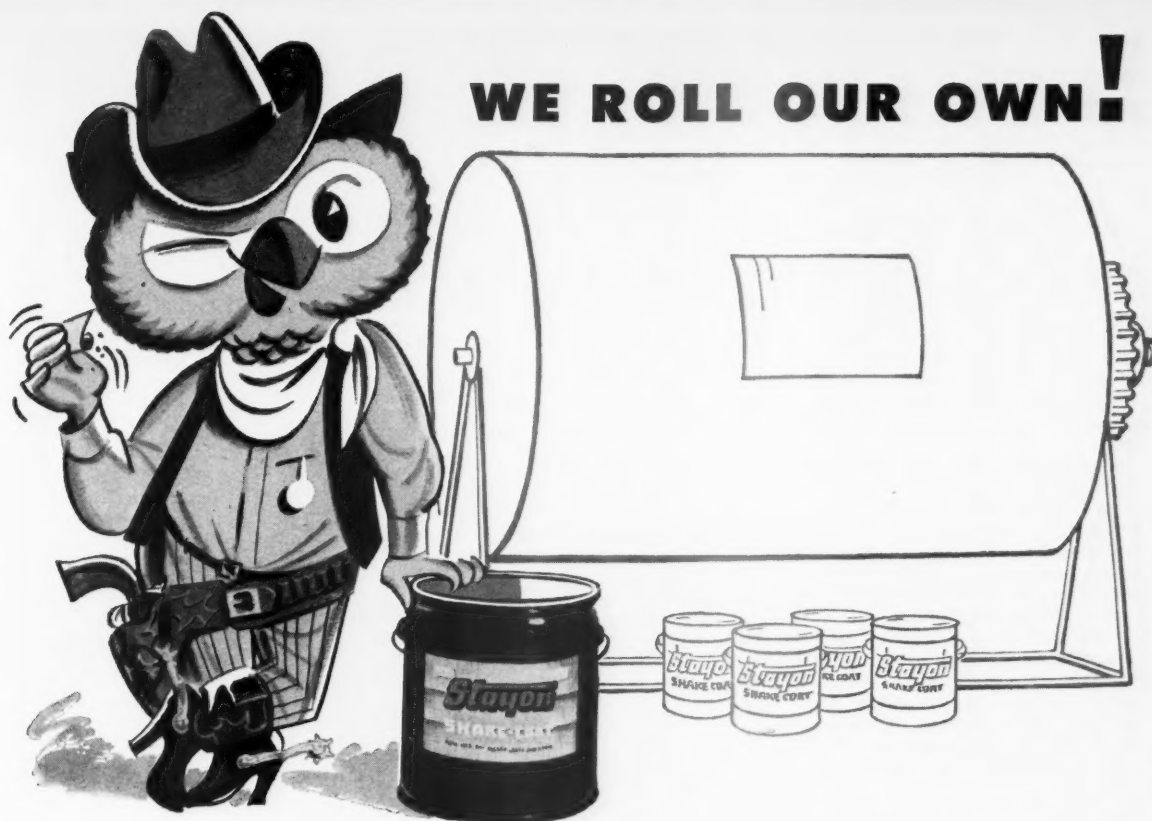
In appreciation of his services as president of the Building Material Merchants of Georgia, F. E. Adams was presented an imprinted pen and pencil set by Charles H. Girardeau, past-president from Atlanta.

Fishing Rodeo Set

The 23rd annual deep-sea fishing rodeo for Alabama lumber and building supply dealers will be held at Panama City, Fla., June 12-13, according to "Commodore" W. Thornton Estes, president of the Alabama Building Material Exchange.

June is considered the best summer month for fishing in this area by the veteran fishing-boat skippers.

Reservations for rooms in the Dixie Sherman and Cove hotels, and for participation in the two daily fishing trips, must be made through the ABME office at 519 Stallings Building, Birmingham 3, Ala. The registration fee is \$25 per person. Reservations can not be canceled for refunds after June 1.



Ordinary Shingle Stains are not good enough for *Fitite* Shakes

When you want something done "better than the rest"—you have to do it yourself. That's why, years ago, we learned to "roll our own" rich pigments to make the most superlative cedar shake stain in captivity. Fitite Shakes are pre-stained exclusively with our own Stayon Stains, made with our own pigment rolling equipment, and formulated by our own staff of experts who have thirty years of shake-staining experience behind their work.

Dealers who know how important a good solid color-coating is in making cedar shakes a profitable and customer-satisfying line will want to know more about the Stayon Stains that have given Fitite Shakes their leadership in the market since 1922. Your inquiries are cordially invited. A telegram or letter will bring you prompt response. When you have the Fitite Shake and Stayon Stain lines, you can be confident that you have the best on the market today. Fitites are, of course, America's original processed cedar shakes.

WHOLESALE ATTENTION: If you are interested in the sale and distribution of our quality line of pre-stained shakes, write immediately to:

COLONIAL CEDAR COMPANY, INC.
600 WEST NICKERSON STREET, SEATTLE 99, WASHINGTON



PARTICIPATING in the panel discussions of industry problems at the annual meeting of the Georgia Building Material Merchants were the men in bottom photo. Seated, from left, are Dave C. Schaefer, vice-president of Central Woodwork, Inc., Atlanta; E. S. Egge, Birmingham, Ala., branch manager of allied Building Credits, Inc., and Forace Holland, Panama City, Fla., lumber dealer. Standing are Ed R. Stainback, S. E. division sales manager for the U. S. Gypsum Co., and Joseph G. Rowell, Georgia dealer counselor and moderator of the panel.

New officers and directors of the Georgia association are seen in the top picture. Seated, from left, are the new president, W. O. McNair of Macon; vice-president, A. S. Johnson of Albany; treasurer, James H. Flowers of College Park; past-president, F. E. Adams of Milledgeville. Standing are Counselor J. G. Rowell, Atlanta; NRLDA dealer-director Oertell Collins, Savannah, and three directors: Cleon Smith, Decatur; W. R. Turner, Cordele, and Don G. Maffett, Atlanta.



Cool enough for blankets every night, Hotel Mountain Lake is ideal for family relaxation. Located in the picturesque mountains of Virginia, there is swimming, fishing, golfing, sailing, horseback riding and the quiet peace of the great outdoors to enjoy. Colorful private cottages or fine hotel accommodations to choose from. Reasonable rates—American Plan. Opening date June 1st through Sept. 15th.



WASHINGTON
Washington, D.C.



MONTICELLO
Norfolk, Virginia

AFFILIATED NATIONAL HOTELS

ALABAMA	TEXAS
HOTEL ADMIRAL SEMMES..... Mobile	HOTEL STEPHEN F. AUSTIN..... Austin
HOTEL THOMAS JEFFERSON, Birmingham	HOTEL EDSON..... Beaumont
	HOTEL BROWNWOOD..... Brownwood
	HOTEL BAKER..... Dallas
DISTRICT OF COLUMBIA	HOTEL TRAVIS..... El Paso
HOTEL WASHINGTON..... Washington	HOTEL CORTIZ..... Galveston
	HOTEL BUCCANEER..... Galveston
INDIANA	HOTEL GALVEZ..... Galveston
HOTEL CLAYPOOL..... Indianapolis	HOTEL JEAN LAFITTE..... Galveston
	CORONADO COURTS..... Galveston
LOUISIANA	MIRAMAR COURT..... Galveston
JUNG HOTEL..... New Orleans	HOTEL CAVALIER..... Galveston
HOTEL DESOTO..... New Orleans	HOTEL PLAZA..... Laredo
	HOTEL LUBBOCK..... Lubbock
NEBRASKA	HOTEL FALLS..... Marlin
HOTEL PAXTON..... Omaha	HOTEL CACTUS..... San Angelo
	HOTEL MENDER..... San Antonio
NEW MEXICO	ANGELES COURTS..... San Antonio
HOTEL CLOVIS..... Clovis	
	VIRGINIA
SOUTH CAROLINA	HOTEL MOUNTAIN LAKE... Mountain Lake
HOTEL WADE HAMPTON..... Columbia	HOTEL MONTICELLO..... Norfolk



DAVIS DELIVERS YOU MORE CUSTOMER TRAFFIC

ACROSS THE BOARDS!

Outdoor advertising boards . . . like the one pictured above . . . helped multiply Prim sales and resulted in a rising volume of profits for Davis dealers . . . carrying a message (with the woman in mind) of a high quality alkyd base odorless flat enamel — Davis of Baltimore Prim — these boards stimulated customer interest as soon as they appeared on the market . . .

WHERE
PAINT PROFITS COUNT

From Pennsylvania to Florida, promotion was taken right into the dealer's own territories . . . where it could do the most GOOD!

DAVIS OF BALTIMORE

Makes the
DIFFERENCE!

Promotion campaigns are only a small part of the efforts made by Davis to promote and protect the success of its dealers. Davis of Baltimore Paints are reliable . . . long famous for the number of friends they make and keep! Davis dealer franchises are well protected! Your inquiries are invited . . . and we hope you'll write now . . . while there are still desirable dealerships available!



THE H. B. DAVIS CO. Bush and Severn Sts., Baltimore 30, Md. . . . and Savannah, Ga.

Conn Heads Missourians

Charles Conn, Sikeston, was chosen president of the Missouri Retail Lumber Dealers Assn. at a March 29 meeting. John Strum, St. James, is vice-president; Floyd Buckner, Flat River, Jewel Marsh, St. Louis, and Paul Moreau, Ste. Genevieve, directors.

W. T. Nethery, Hayti, is serving his 27th year as secretary-treasurer of the association.

Dodge Introduces New Home Planning Kit

When a family builds a house for its own occupancy, the family makes decisions involving a lot of money in such things as heating, air-conditioning, plumbing, floorings, and a long list of other items. "But to sell them, you have to reach that particular family at just the right time; and it's only a short period," says the F. W. Dodge Corp. in announcing its new "Planning Kit for Our New Home."

It will be sent free to families in the 37 Eastern states who plan to build their own homes, of \$8,000 minimum valuation for the house

alone, without the ground. Dodge's news staff which blankets the 37 states in construction news, will be the source of the names.

As soon as a qualified name shows up in the Dodge Reports, the kit is sent from Chicago. The kit will contain sales literature of firms who wish to sell that kind of prospect. Service will start about July 1 and kits will be sent every business day after that as new names come in.

Heating Course Offered

The University of Illinois, Urbana, will offer its seventh course in Hot Water and Steam Heating Systems, June 15-18.

The course will consist of a combination of classroom work and lectures as a means of presenting the latest information. The Institute of Boiler and Radiator Manufacturers co-sponsors the course.

Collects Own Insurance

The 100 living descendants of Frank Goetzmann are just out of luck — he has collected his own life insurance.

This 95-year-old retired lumber

dealer of Picayune, Miss., recently collected \$1,114 on a life insurance policy he took out on himself 63 years ago, after outliving the mortality table.

Besides his four great-great grandchildren, Goetzmann now centers his interests on gardening activities.

Lease Plan for Lift Trucks Instituted

A nation-wide plan which permits users to lease industrial lift and fork trucks and allied equipment rather than buying them has been announced jointly by the Philadelphia Division of the Yale and Towne Manufacturing Co., and C.I.T. Corp., the industrial financing subsidiary of C.I.T. Financial Corp.

The new plan enables factories, warehouses, railroads, and others to obtain Yale materials handling equipment by paying monthly rentals as the machines are used.

The sponsoring organizations explained that the leasing plan will help many enterprises meet their expanding production and service requirements while avoiding the substantial capital investment required to purchase materials handling equipment.

CARPENTER NAIL APRONS



No. 111-0 17" x 22"

Made of full weight, square yard base duck. Lettered in any one color, bound up both sides. Double stitched neck band prevents rolling. Flared pockets, bar tacked at all points of strain. SHIPPED PREPAID.

	50	100	250	500	1M
9.93 Oz. White	.48	.43	.42	.41	.40
8.69 Oz. White	.46	.41	.39	.38	.37
Orange or Khaki (Specify)	.54	.49	.47	.46	.45



No. 112-0 8" x 18"

Same material as No. 111-0. Bound and double stitched waist band across top. Flared pockets, bar tacked at all points of strain. SHIPPED PREPAID.

	50	100	250	500	1M
9.93 Oz. White	.32	.27	.26	.25	.24
8.69 Oz. White	.30	.25	.24	.23	.22
Orange or Khaki (Specify)	.36	.31	.30	.29	.28



BONE-CROW COMPANY

MANUFACTURERS

Fabric Div.

WACO, TEXAS

TRAFFIC FLAGS



Wire loop in top for attaching to load and keeping flag unfurled. SHIPPED PREPAID.

No. 121 — Good Quality Red Cloth. —

	100	250	500	1M	2 1/2 M	5M
12" x 12"	.17	.15	.14	.13 1/2	.13	.12 3/4
16" x 16"	.26	.24	.23	.22	.20	.19

Prices include imprint one side in aluminum

No. 124 — Red Duck—Stenciled one side in white—

	100	250	500	1M	2 1/2 M	5M
12" x 12"	.21	.20	.19	.18	.17	.16
16" x 16"	.29	.26	.25	.24	.22	.21

Letters Both Sides Same Copy Add

.03 .02 3/4 .02 1/2 .02 1/4 .02 .01 1/2 Ea.

No. 126 — Plastic Film—Stenciled one side in Silver.

	100	250	500	1M	2 1/2 M	5M
12" x 12"	.19	.17	.16	.15 1/2	.15	.14 3/4
16" x 16"	.29	.26	.25	.24 1/2	.22	.21 3/4

Letters Both Sides Same Copy Add

.03 .02 3/4 .02 1/2 .02 1/4 .02 .01 1/2 Ea.



No. 116-0

CEMENT OR LEG APRON

29" wide, 34" long. Metal fasteners on leg bands. Large pockets as illustrated. No charge for imprinting if ordered in lots of 50 or more with No. 111-0 nail aprons and the same copy used. Otherwise, add \$2.50 for imprinting any quantity. For longer length add 2c per inch on white, 3c per inch on waterproof.

9.93 oz. White duck	\$1.10 Ea.
12.41 oz. Khaki waterproof	1.80 Ea.

No. 118-0

YARD APRON

29" Wide, 36" long. Large pockets as illustrated. No charge for imprinting if ordered in lots of 50 or more with No. 111-0 nail aprons, and some copy used. Otherwise, add \$2.50 for imprinting any quantity. For longer length add 2c per inch on white, 3c per inch on waterproof.

9.93 oz. White duck	\$1.10 Ea.
12.41 oz. Khaki waterproof	1.55

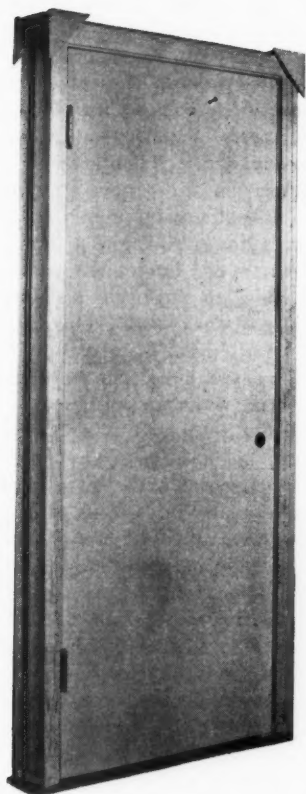


National *Ready Hung* Door Unit

now

2

plants
to serve you



**Birmingham, Ala.
Charlotte, N. C.**

Making More and Delivering Quicker
**Trying to keep up
with DEMAND**

The National Ready-Hung Door Unit is the *only really new* product in the woodworking industry — and demand is just soaring! This is the complete, packaged door unit that arrives on the job with the door already hung on the frame. Carpenter just slips the unit into place to put up a perfect job. Takes less than 20 minutes from uncrating to driving the last nail. Think the word doesn't get around on something like that!

National Doors swing freely, close tight without binding — NEVER cause trouble. More and more architects specify National Ready-Hung Door Units in their plans. More and more builders are calling for them on the job. More and more dealers are re-ordering, then *re-ordering*, then RE-ORDERING.

Now, with our two strategically located plants, we hope we can take care of the terrific, growing demand for National Door Units.

DEALERS — *Order from your nearest distributor:*

ADDISON-RUDESAL CO., Atlanta, Ga.
BIRMINGHAM SASH & DOOR CO., Birmingham, Ala.
HUTTIG SASH & DOOR CO., Charlotte, N. C.
HUTTIG SASH & DOOR CO., Nashville, Tenn.
HUTTIG SASH & DOOR CO., Roanoke, Va.

MEMPHIS SASH & DOOR CO., Memphis, Tenn.
MOORE-HANDLEY HDW. CO., Birmingham, Ala.
MOORE-HANDLEY HDW. CO., Chattanooga, Tenn.
PITMAN BROS., INC., Montgomery, Ala.
NEW DISTRIBUTORS are now putting in stock

Now Manufactured at the two plants:

**NATIONAL
WOODWORKS**

Box 5416
Birmingham 7, Alabama

**NATIONAL
DOOR UNIT CORP.**

123 East Griffith St.
Charlotte 3, North Carolina

TENSION-tite*

is the **SOUTH'S** most
popular window screen

(Production doubled again at our Georgia plant)



Southern Builders and Homeowners say:

- "I like the low cost and ease of installation. No painting or fitting necessary."
- "TENSION-tite aluminum screens last for years even in the salt air along the coast."
- "It costs less to install TENSION-tite screens . . . yet they look better, admit more light, and there's no maintenance."

EXCLUSIVE GUIDE BAR SPEEDS INSTALLATION

This bar . . . detached temporarily from the screen . . . accurately locates the position for the five screws. Produces a perfect fit in less than five minutes per window.



RUDIGER-LANG CO.

Plants in Toccoa, Georgia and Berkeley, Calif.
Sales Office: International Trade Mart
New Orleans 12, Louisiana

*Trademark of Rudiger-Lang Co.

DYNAMIC BUSINESS

(From page 31)

Steeply progressive taxes on personal incomes present another problem. Since the war they have been raised to confiscatory levels which dry up the sources of capital for new business. These high rates also stand in the way of recruiting young people capable of assuming top business leadership in the future.

Business management must compete with government, education, the armed forces, and the arts and professions for its new blood. These other careers offer intangible attractions such as personal prestige, public notice and power, more leisure and independence, and humane or scientific accomplishment. Business management is largely anonymous—a team effort with few featured performers — and its most important reward for work and worry is financial.

While crushing taxation in the upper middle brackets has little effect upon the rates which those at lower levels must pay, it has riddled the financial incentive which is all business can offer to its future executives. As taxes eat away at incentive, so more of our able young people will seek other fields, and fewer of those who are with us will be urged on to those extra efforts that are the difference between success and mediocrity. And business will be that much less able to fulfill its responsibilities to the nation.

There is another field for concern. While there must be rules for the conduct of business, just as in any other human activity, the laws as administered during recent administrations seem complex and often contradictory. A company which engages in aggressive competition, as directed by one statute, finds itself in trouble under another precisely because of its competitive vigor. Management spends both time and money better devoted to other ends in litigation and effort attempting to discover which business practices are permitted and which are not.

Our expanding economy also has encountered in government the curious theory that anything in business which is big is necessarily bad. Function should govern size. We use a spoon to lift sugar into our coffee, but if we want to move a coal pile, we look for a steam shovel. It is interesting to note that so does the government.

The critics of our business system have enlisted public support by cultivating the notion that government can and should guarantee security for everyone. We must always remember that a government produces nothing. It is only when wealth exists that it is possible to consider its redistribution. The idea of security as an obligation of the state can exist only in a country that has through generations of adherence to the opposite point of view, produced a great abundance of goods and services.

Businessmen have an important role to play if they are to preserve and improve this system which has

brought abundance to our people. They must, first of all, be conscious of their own responsibilities. The search for new and better products, for greater economy and efficiency in manufacturing, for wider areas of distribution, must be diligent. Progress halts when we are content with what we have.

It is also essential for business to observe its own fundamental rules. In a free economy, the rewards of invention and efficiency must be shared among owners, workers, and buyers. Short-sightedness or greed, as reflected by the insistence of any of these groups to profit at the expense of, rather than along with, others, can be disastrous. Far more beneficial is cooperation and mutual understanding.

Businessmen are busy, as the name implies. But too often in the past they have been so wrapped up in their own problems, so intent upon business affairs as to give the impression that they lack interest in the general welfare. Their critics have exploited the tendency of business groups to take a negative approach toward questions of widespread public interest. Surely the ingenuity which conceived mass production and accomplished atomic fission is capable of offering responsible alternatives to unsound schemes.

It is equally important for business to emerge from its shell of reticence. Public misunderstanding of business methods and motives, of how business operates and what it has accomplished for the people, has been assiduously cultivated by Socialists and their political allies. If we give the people the facts, they can be trusted to make the right decisions.

We have recently received assurance of a changed attitude on the part of our administration in Washington. President Eisenhower pointed to the basic fabric of our economy in his State of the Union message when he said:

"We are concerned with the encouragement of competitive enterprise and individual initiative precisely because we know them to be our nation's abiding sources of strength."

In this country we have an economic system that has produced abundance for all of our citizens. We realize its imperfections and we have the will to improve it. But improvement does not mean that we must abandon that which is useful. It means simply that we must go on without turning our backs upon the fundamentals that have been proven sound.

The problem is not just one of political change. It is something that goes far deeper. It is a question of reaffirming the high moral standards to which we have held so strongly for so many years. It is a question of reexamining our faith in our republic, and in the principles on which it is based.

— COMING NEXT MONTH —

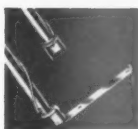
George Smathers, young U. S. Senator from Florida, tells how we can curb spending and cut Federal expenses in

"Let's Stop Asking Washington for It"



HIDALIFT...

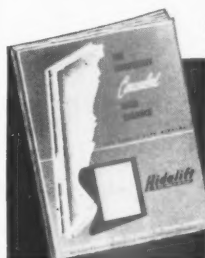
**TRULY THE MOST MODERN
SASH BALANCE ever made!
ACCLAIMED BY BUILDERS, CONTRACTORS,
HOMEOWNERS . . . EVERYWHERE!**



Tension is applied DURING installation on "L" type attaching bracket; AFTER installation on "L" and "Cup" types.

It's 100% concealed • It's FASTER to install • It's WHISPER-QUIET in operation • It provides TWO methods of tensioning • It has POSITIVE, NON-JAMMING action • It has a self-centering guide arm

In fact, Hidalift has just about everything for greater sales volume — increased profits. Be sure and write for the new descriptive folder.



QUALITY PRODUCTS FOR OVER A CENTURY



HIDALIFT DIVISION

The Turner & Seymour Mfg. Co., Torrington, Conn.

Gentlemen:

Send complete literature and prices on Hidalift. Please check ☐ Dealer ☐ Builder

Name.....

Address.....

City.....Zone.....State.....

DEALERS in the NEWS

MISSOURI

BUCKLIN: Jess Pettit and his wife, who operate the Farmers Lumber Co., have announced that the firm is being remodeled. The store room will be 16 feet wider and new ceiling and flooring is being installed.

ELSBERRY: H. K. Cunningham has retired as manager of the Elsberry LaCrosse Lumber Co. He

started with the firm in 1908, left for a few years, and returned in 1925.

PARIS: Mrs. W. D. Owens, of the Sparks Lumber Co. recently spoke to the Shelbina Home Economics Club on home decorating. She is scheduled to give the same talk to several other home economics groups in this area.

OAK GROVE: Warren Grayum, owner of the Oak Grove Lumber Co., held "open house" March 21 to show

off his firm's new office. Vases were given to 200 ladies and balloons to children with parents.

BOWLING GREEN: Paul Fowler has been transferred from the LaCrosse Lumber Company's Clarks-ville yard to the branch here. He replaced Wesley H. Owings as manager. Owings retired after half a century of service to the company. New Clarks-ville manager is George Guinn, who was transferred from Louisiana.

FLORIDA

JACKSONVILLE: Allied Construction Co., a building supply firm, has moved into new offices at 4560 Main St. It has greater office and warehouse space, according to Owner Arthur Horwick.

ARKANSAS

LEPANTO: E. G. Hazelwood, manager of the Home Builders Supply Co., has been elected president of the Lepanto Rotary Club.

LITTLE ROCK: Herman L. (Rob) Roberts has joined the Capitol City Lumber Co. as a salesman and assistant manager of the Asher Ave. store.

OKLAHOMA

SEMINOLE: Steve Cowan has joined the Seminole Lumber Co. as a salesman. He formerly managed another Seminole lumber firm.

SEMINOLE: New manager of the Billington Lumber Co. here is Clifford Elliott. He formerly was assistant manager of yards at Wewoka and Oklahoma City.

GEORGIA

COLUMBUS: Lt. General Manton S. Eddy, retiring commander of the U. S. Army Forces in Europe, has accepted an executive position with the Williams Lumber Co., the Williams Construction Co., and other affiliates. President Charlie Frank Williams said Eddy would arrive in July. His duties have not been defined yet, but Williams said he needed him "to keep me from making mistakes."

SAVANNAH: The Savannah Lumber and Supply held a grand opening in its new store at 2819 Bull St. March 27. A page ad in the newspaper — showing pictures of the front and three interior views — announced the opening to Savannah

CATALOG NO. 10

SOUTHERN
Thresholds and Weatherstrips

JAMB 400

SOUTHERN METAL PRODUCTS CORPORATION
921 RAYNER • MEMPHIS, TENNESSEE
Phones: 2-9147 and 2-1898

What a package of promotion
to boost your 1953 sales of
Balsam-Wool and
Nu-Wood!



✓ **MORE ADVERTISING MEDIA**—more advertising in more magazines to home owners—builders—architects—business men—institutions.

✓ **MORE DIRECT MAIL** for your customers—folders—leaflets—booklets—room plans!

✓ **MORE POINT-OF-SALE HELPS**—displays—samples—window streamers—posters!

✓ **MORE MOVIE AND SLIDE FILMS**—wonderful sales-producing entertainment for your customers, plus educational "how-to-do-it" films.

✓ **MORE NEWSPAPER MATS**—publicity—spot radio scripts for your local advertising!

✓ **MORE "ON-THE-GROUND" HELP**—active cooperation of Wood Conversion representatives in staging your special promotions.

get all the facts...

find out how Balsam-Wool* and
Nu-Wood* can help you make
1953 a banner sales year!

*REG. U. S. PAT. OFF.

WOOD CONVERSION COMPANY

Dept. 131-53 First National Bank Building
St. Paul 1, Minnesota

customers. The ad listed the firm's products and its contractor and sub-contracting affiliates.

ATLANTA: Robert F. DuLaney, DeKalb county forester for the last 18 months, recently resigned to become forester for the Williams Brothers Lumber Co. here.

TEXAS

LOCKHART: Edmund Rehm and his family have moved here from George West. He was transferred to manage the Grant Lumber Co. here.

He replaced D. B. Wilson, who is now in Hebbronville.

WACO: To better acquaint citizens of Waco with the firm, the AAA Lumber Co. held "open house" March 7. A large crowd came to inspect the new quarters. Alvin E. Amelunke is president and general manager of this fast-growing firm.

BONHAM: Leon Watson, a high-school senior, is now doing his field training in distributive education at the Temple Lumber Co. He does yard work and helps in filling orders.

PASADENA: Neil Erwin has been named vice-president of the Com-

mander Lumber Co. of Red Bluff Terrace, Pasadena. He is in charge of Title I operations. He has been engaged in the building business in Houston for 35 years . . . The Pasadena Lumber Co. recently changed its name to the Red Bluff Terrace Lumber Co., Inc.

COMMERCE: The Martin Lumber Co. has purchased the interests of the Lyon-Gray Lumber firm here, including real estate and lumber stock. J. O. Blanton, Martin manager, said his firm plans to remodel and enlarge the office and storage space of the former Lyon-Gray yard and move Martin operations to that site.

HOUSTON: Rosa K. Gupson, Arthur L. Hays, and L. D. Hays have incorporated the Capitol Avenue Lumber Co.

MISSISSIPPI

JACKSON: Homecraft, Inc., has been granted a charter to sell building materials. Capital stock was listed at \$15,000.

VIRGINIA

WAYNESBORO: The Fitzgerald Building Supply Co. was completely destroyed during a recent fire here that damaged several other firms. Total damage was estimated at \$750,000.

KANSAS

LAWRENCE: The Logan-Moore Lumber Co. moved to a new location April 1. It is now on U. S. highway 40-59, about one-fourth of a mile beyond the city limits.

INDEPENDENCE: Charles Robertson, former manager of the Long-Bell Lumber Co. at Ulysses, now manages the firm's yard here. He replaced Aubra Pierce, who was transferred to Caldwell.

SABETHA: The F. M. Spalding Lumber Co. is building a new yard at the corner of Grant and Seventh Streets.

SOUTH CAROLINA

GREENVILLE: Cecil Milford has been made manager of the Ross Builders Supplies, Inc., branch here. Formerly he was assistant to George Ross Jr. at the Seneca branch.

ROCK HILL: D. S. Hanson, who has been in the Greenville office of Ross Builders Supplies, Inc., now manages the Rock Hill operation.

ROEBUCK: The Roebuck Gin and Lumber Co. celebrated its 50th anniversary on April 1 by opening its



More than 2000° F. in that kiln! This skilled Dickey technician checks pipe temperatures with a pyrometer.

"Operation Inferno" helps you sell more Dickey Clay pipe

If you could peer into that kiln, you would see an amazing sight. The Dickey clay sewer pipe stacked inside is glowing white hot—like a light bulb. At fiery temperatures that would melt most metals, Dickey pipe becomes hard, strong, and durable. No wonder it is ideal for modern house sewers. Hot wastes of automatic washers don't soften it; pressure of earth doesn't squeeze it out of shape. This important sales fact makes Dickey clay pipe better for you to sell.

If it's made of clay it's good...if it's made by Dickey it's better

**Dickey Sanitary
Salt-Glazed Clay Pipe**
ALWAYS IN DEMAND

W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex.,
Texarkana, Tex.-Ark.

new offices and sales building to the public. Those attending the grand opening received souvenirs and chances on door prizes. A two-page newspaper advertisement announced the affair to customers in the Roebuck vicinity.

CHARLESTON: The Magnolia Lumber Co. has been granted a charter of incorporation to sell lumber and building supplies. William H. Price is president.

NORTH CAROLINA

MARION: Builders Supply, Inc., is the new name for Seagle and Morris, Inc., local building material retailers. The new line-up of officials include Jack Morris, president; Earl Godfrey, vice-president, and Fred Morris, secretary-treasurer. T. P. Seagle's interest was bought by these owners.

CHARLOTTE: The H & S Lumber Co. scored "another first" here by staging a three-day "Product Parade" in their store at 520 Dowd Road, April 8-10. Special factory representatives helped show "Charlotte's largest display of new building products." First, 40 architects and 100 contractors were given a special pre-view. Then, the public poured in Friday night and all day Saturday. Brand-name products were featured in a one-third-page announcement ad and in the Product Parade displays.

OBITUARIES

E. F. NEFF, 81, founder of the wholesale building material firm of Neff-Buckner-Holt, El Paso, Tex., died on April 4 after an illness of six months. In his youth "Mike" Neff was a tennis champion and ardent golfer. He was president of the Southwestern Tennis Assn. and a founder of the Southwestern Golf Assn. A veteran of World War I as a major, Neff is survived by a son and a daughter.

RICHARD FIELD HUDDLESTON, 68, lumberman of Roxboro and Siler City, N. C., died March 28. Since 1932 he had been associated with the Williams-McKeithan Lumber Co. He was a charter member of the Rotary club of both cities. Surviving are his wife, four daughters, and son.

LOUIS DONALD SHELL, 54, president of the Shell Lumber Co. in Miami, Fla., died on March 26. He leaves a wife and two sons.

EARNEST LEROY WHITE, 47, office manager of the Crossett Lumber Company's forestry division, died April 11 of a heart attack. He had been with this Crossett, Ark., lumber

firm since 1925. He was secretary-treasurer of the Crossett Health Foundation and past-president of the Rotary Club. He leaves a wife, son, and daughter.

LEE MARTIN BRADSHAW, 82, died in Big Spring, Tex., March 11. He had been associated with the Burton-Lingo Lumber Co. and later with the Higginbotham-Bartlett Lumber Co. He and his wife observed their 60th wedding anniversary last Christmas Day. Surviving are his wife and eight children.

HAROLD HAWLEY, 61, retired lumberman, died March 18 at his home

in Herington, Kan. He sold the Hawley Lumber Co. to the Badger Lumber Co. and Clark Lumber Co. in 1946. It was established in Herington in 1888. Hawley leaves a wife, son, and daughter.

A. HAROLD DOSSETT, 49, of the J. A. Dossett Lumber and Building Supply Co., Paducah, Ky., died April 3. He was a former director of the Kentucky Retail Lumber Dealers Assn., and a member of the building committee for the Western Baptist Hospital, now under construction. Survivors include his wife and two sisters.

The Sign of the Complete Line



ALL YOUR ROOFING AND SIDING FROM ONE SOURCE

Old American
of course!

Old American has a complete line of asphalt and asbestos-cement roofing, shingles and siding to meet every need. For greater variety . . . superior quality . . . prompt, personal service . . . order all your needs from one source — Old American, of course!

ASPHALT SHINGLES and roofing

ASBESTOS SIDING and shingles

PROTECTIVE COATINGS roof to foundation.

and

Insulating siding, asbestos-cement wall-boards, built-up roof materials and allied items.

Get **FREE** Catalog Sheets and Sales Literature... Write **TODAY** to

Old American Roofing Mills

7600 TRUMAN ROAD

KANSAS CITY, MO.

KANSAS CITY

EAST ST. LOUIS

SALT LAKE CITY

DALLAS



Strictly WHOLESALE

CORAL GABLES, FLA.: Henry P. Briggs has been named Southeast distributor for the Texas Pre-fabricated Housing Co. in Florida, Georgia, and the Carolinas.

DALLAS, TEX.: Eugene R. Fant recently purchased the New Process Roofing and Supply Corp. The firm wholesales steel, roofing products, and related building materials in north and central Texas. The firm's warehouse space is being increased to more than 50,000 square feet.

MIAMI, FLA.: The General Insulating Co. is now distributor in a 10-county area for Libbey-Owens-Ford fiber-glass insulating materials. Robert W. Fausel is president of the company.

NEW ORLEANS, LA.: Taylor-Seidenbach, Inc., has been made distributor and contractor for Carey asbestos and magnesia insulation products, effective March 1. It will stock complete supplies of Carey Super-Light, Tempchek, Hi-Temp No. 19, Careycel, MW-50 insulating cement, Careyduct, and asbestos products.

BALTIMORE, MD.: The Dant and Russell Sales Co., distributors of West Coast lumber products and specialties, now operate their own new warehouse at 1901 East Fort Ave., here. William P. Johns is the salesman in this area.

WINSTON-SALEM, N. C.: The Mercury Distributing Co. now has the franchise to distribute Youngstown Kitchen cabinets and sinks in both Carolinas.

NASHVILLE, TENN.: Keith-Simmons, Inc., local hardware distributor, has combined and expanded its wholesale and contract builders hardware departments. Executives of Yale & Towne, whose products Keith-Simmons has handled since 1916, visited Nashville recently to help celebrate this customer's move. John P. Dunphy, who called on Keith-Simmons for Yale & Towne for 33 years, was guest of honor at a dinner. He came from Covington, Ky., to congratulate his friend Fred O. Rhea, who heads the new combined hardware department.

CHARLOTTE, N. C.: Frank H. McCarty has joined the American Hardware and Equipment Co. as vice-president and sales manager. He formerly served the Oaks Manufacturing Co. in Tipton, Ind., as sales manager.

Distributors Convene for Spring Meeting

"How Can Wholesale Service Be Improved?" That question will be answered during a panel of manufacturers' representatives and building material distributors at the spring meeting of the National Building Material Distributors Association in Buffalo, N. Y., May 21-22.

Melvin Baker, chairman of the board of the National Gypsum Co., and Dr. H. N. Huntzicker, research director for the United States Gypsum Co., will speak on trends in building materials.

Edward Wimmer, National Federation of Independent Business, will talk on "Co-operatives, When Bad and How Bad." Martin B. Coffey, Philip Carey Co., also will speak.

On the second day, M. L. McCreery will moderate a forum on distributors' problems.

Jobber Bids for Dealer Attention

Central Woodwork, Inc., Memphis, Tenn., jobbers of millwork and related building items, have taken two aggressive steps forward recently to be of greater interest—and service—

The Name

HOPE'S

Guarantees



WINDOWS SELL HOUSES

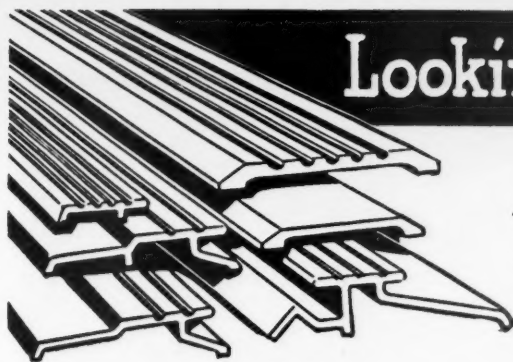
... and E. L. Mackle, Coral Gables, Fla. has proved it. His 435-home development is equipped exclusively with Hope's Steel Residence Casements.

The 3950 Hope's Windows in these homes have been an important factor in sales because they offer the buyer the *extra* features he wants: true storm-tight fittings, ease of operation, full ventilator openings, unaffected by insects and vermin, minimum maintenance and long life.

Write for bulletin 102-BP for full information.

HOPE'S WINDOWS, INC., Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS



Looking For *NEW* Business?

How?



With

"Premier"

**Threshold
Plates**

IN ALUMINUM AND BRASS

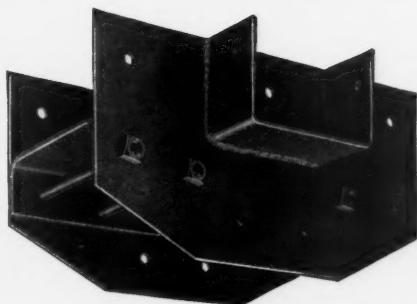
Write For Literature and Prices Today!

METAL TRIMS, INC.

BOX 1072, YOUNGSTOWN 1, OHIO

ORDER FROM STOCK!

Low Cost TIMBER FITTINGS
for Industrial and Commercial Buildings



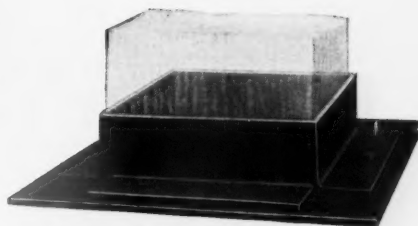
IDEAL STEEL POST CAPS

made of heavy, open-hearth steel plate and finished complete, ready to frame any arrangement of timbers coming into a post. Accurately sized in an efficient design that forms a complete cap around the post. Stronger, more convenient than other types of post caps. APPROVED BY UNDERWRITERS' LABORATORIES.

JOIST HANGERS — Fit closely on *all sides!* Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.



POST BASES — Made of steel plates and angles, welded to make a tight fit on all standard timber sizes. Greater load bearing capacity than other types of bases.



The Ideal Hanger Co.

WRITE NOW for Catalog — L

1290 East 53rd St.

Cleveland 14, Ohio

to building material dealers within a 200-mile radius of the Mid-South distribution center.

No. 1 step by this firm, according to Sales Promotion Director Clark E. McDonald, is the monthly publication of a mimeographed bulletin. Entitled *Cenwood News*, it will be mailed to some 500 dealers in the trading area.

The first issue covers a new line of wood cabinets, the remodeling market, homebuilding progress, carpenter aprons, and Cenwood lines of sash balances, wood window units, and patterned plywood.

No. 2 step is the staging of a series of dinner meetings in the field for the introduction of new product lines and promotion of old ones. Such meetings were recently held in Milan and Dyersburg, Tenn., Mayfield, Ky., and Florence, Ala. Attendance ran from 30 to 100 dealer personnel.

The retail lumber dealers were invited to bring their architect and contractor customers. Factory experts and Central Woodwork's sales manager, Milton Schaefer, were featured speakers.

"We have found," explained McDonald, "that our dealer customers can not always easily come in to see products on display in our warehouse, and we believe this method of taking the merchandise to the dealer will be very helpful to him."

REDWOOD INTRODUCED AT INDUSTRY SEMINARS



Lumber dealers, architects, homebuilders, and other specifiers are being introduced to the many types and "Proper Use of Redwood" at a series of educational meetings being sponsored by key wholesalers throughout the South and Southwest. Featured speaker at these seminars is John Reno, industrial engineer with the Pacific Lumber Co., of Scotia, Calif. He is seen in center above discussing redwood siding with Barney Stewart Jr., left, and an architect. "Open house" for inspection of redwood displays and movies and the buffet supper and speech were held at Tulsa Hotel with Barney Stewart Wholesale as hosts. Similar local redwood educational programs have been held at Louisville, Ky., Atlanta, Ga., and in Tampa, Fla. The Mygrant Lumber Co. sponsored the Florida seminar in the courthouse auditorium on April 10.

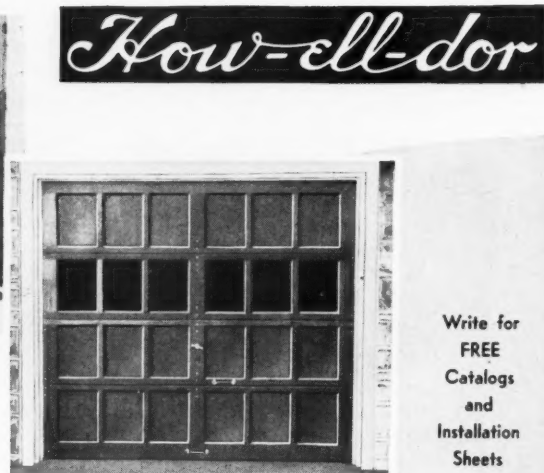
YOU'LL GET MORE CALL FOR THE GARAGE DOOR THAT'S EASY TO INSTALL...



Dealers and the "Do-It-Yourself" fraternity favor the simplicity of operation of the Howell-dor sectional Upsweep garage door. Every Howell-dor is a packaged product, drilled and ready to bolt together. Pictured above is the first of a series of steps illus-

trated in the Installation Instruction Sheet accompanying each Howell-dor.

Smart merchandisers are also stressing the many operational features of Howell-dor Electric Operators... four types, eleven models.



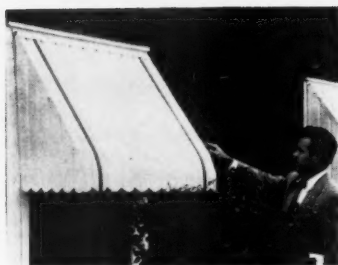
Write for
FREE
Catalogs
and
Installation
Sheets

There are now 40 stock sizes of residential and commercial Howell-dors, including the popular new Picture Door.

The HOWELL Manufacturing Co.

802 Cottman Street • Philadelphia 11, Pa.

PRODUCT PARADE



METAL AWNING

The Childers line of metal awnings now includes the "Windsor," a new style with a graceful convex face.

Like other Childers awnings, it is available in widths from 28".

The Windsor awning is made in five different wall heights and projections.

Write for 116. Use coupon, page 85.

GARAGE HARDWARE

The new Tavart "500" series of track-type hardware for overhead garage doors is designed for noiseless and space-saving operation.

Model 521 fits doors from 6'6" to 7'6" high and from 7' to 10' wide, which weigh from 100 to 150 pounds. It provides 1" clearance and 2½" side clearance.

The new hardware can be installed without measurements of the door. A factory-lubricated roller bearing

at the main pivot and double-row ball bearing spring suspension are among the outstanding features.

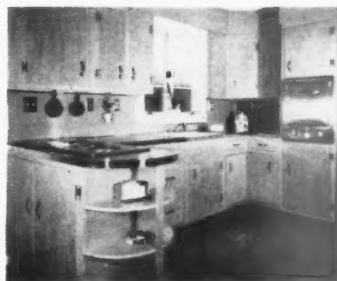
Write for 117. Use coupon, page 85.

WOOD CABINETS

Colonial Wood-Hu Kitchens offer kitchen cabinets in nine wood grains, including mahoganies, pines, and birches in light and dark hues.

These cabinets have a complete range of fittings, ranging from modern chrome to hammered antique, to fit the style kitchen the home-owner desires.

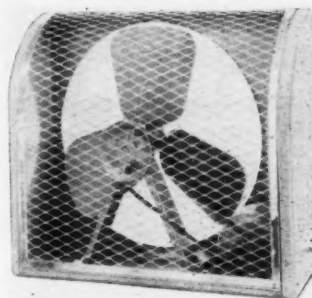
These wood cabinets also are designed to fit built-in sinks, ovens, burners, and others.



Counter tops can be made of laminated plastics, plastic-coated materials, maple, or linoleum, to meet the home-owner's preference.

Write for 119. Use coupon, page 85.

WINDOW FANS



Two new Jackson window fans have been introduced. Both are finished in a soft green tone and feature an over-all grille of expanded metal.

The 22" model is powered by a 1/6-HP motor and moves about 4,000 cubic feet of air per minute at a speed of 750 RPM, and 2,500 cubic feet at the second speed of 500 RPM. On special order, it is reversible.

The 24" size has a ¼-HP motor. It delivers 5,000 cubic feet of air per minute at 590 RPM and 3,000 cubic feet at 295 RPM.

Write for 120. Use coupon, page 85.

SHEATHING PAPER

Leatherback all-purpose building paper has been improved to combat the problem of "air-tight" homes. In such homes, water vapor escapes through the walls in cool or cold

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Ga.

May, 1953

Gentlemen:

Please send more details of the new products indicated.

(Print Plainly)

Name _____ Title _____

Company _____

Address _____

City & State _____

Circle numbers below. More details of these new products will be mailed promptly.

100	101	102	103
104	105	106	107
108	109	110	111
112	113	114	115
116	117	118	119
120	121	122	123
124	125	126	127
128	129	130	131
132	133	134	135
136	137	138	

Get EXTRA Sales MORE Profits!

with
TANDROTINE

The Popular PAINT THINNER!

IT'S PROVEN
IT'S ECONOMICAL
IT'S a Quality THINNER

ORDER
TANDROTINE Today!

Get ready for
EXTRA Sales,
MORE Profits.



TANDROTINE is preferred by both painters and home-owners for use wherever a high grade paint, enamel, or varnish thinner is needed.

That is because TANDROTINE is such an excellent thinner and cleaner of brushes, as well as a remover of grease. It also dissolves wax and does a hundred other household tasks. TANDROTINE has a high flash point, a pleasing odor, long leveling, and even flow. It is slow drying.

Get your supply now!

weather. Unless a breather-paper with a high degree of vapor permeability is installed on the outside of the sheathing, the problem of moisture condensation within the cavity can become acute.

The vapor permeability of Leather-back paper has been increased nearly 100 per cent. The backing is now kraft paper, with interlaced tough virgin fibers, extremely resistant to tearing and sagging. It also resists water penetration.

Write for 121. Use coupon, page 85.

"MIDGET" DRILL



The Stanley line of drills now includes a $\frac{1}{4}$ " model called the "Mighty Midget." It is available in six standard chuck speeds ranging from 5,000 to 600 RPM.

Built for heavy-duty production work, the drill is light and powerful and easy to handle in close quarters.

It also features balanced design, pistol-grip handle, and a three-jaw geared chuck with rubber-flex chuck key.

Write for 122. Use coupon, page 85.

It's your move...



... to greater profits with **STA-DRI**

STA-DRI masonry finishes—the complete line of mineral paints in white and colors, silicone transparent water repellent and hydraulic cement—enjoy an unparalleled record of success in the masonry waterproofing-decorating field. This performance record, based on recommendations of thousands of satisfied architects, builders, contractors, and homeowners, backed by national advertising and proven by time, means large volume sales and greater profits to all STA-DRI dealers. Stock the finest—select popular STA-DRI. Write today for descriptive literature, free sample promotional materials and sales facts.

American STA-DRI Co., Brentwood, Md.

Sta-Dri
Mineral Paints
Silicone
CLEAR-COAT
Instant
WATER-STOP

"It's smart
to STA-DRI"



METAL WINDOW GASKETS

Jarene B vinyl plastic extrusions are suitable for weatherstripping of windows, and for many air-conditioning and refrigeration installations.

This material is highly resistant to weather and sunlight, and is said not to harden or crack with age. It can be furnished to a variety of colors.

Dies to produce conformations to meet specific requirements are inexpensively and quickly made.

Write for 123. Use coupon, page 85.

COLORFUL KITCHENS

Royal-Wood kitchen cabinets are offered in white, yellow, blue, dusty rose, and sage green, with seven color choices of Micarta plastic one-



piece counter tops in solid or "linen" designs.

They enable low-cost homes to have custom-designed kitchens. The cabinets are made from carefully-selected wood. They feature solid chrome handles. The sinks have one-piece swing faucets.

Write for 124. Use coupon, page 85.

BASEMENT WINDOW

The new Copco steel basement window is made in three sizes in both regular and E-Z Glaze or puttyless type. On puttyless models, the glass is locked in place against cork gaskets, cemented securely at the factory.

All windows have double-contact weather-stripping and can be fitted with individual screens and storm sash or a combination unit. A rigid handle permits the window to be opened easily from floor level to the maximum 45-degree opening.

The unit is finished with a baked-on coat of rust-resistant paint.

Write for 125. Use coupon, page 85.

INSULATION PACKAGE

Balsam-Wool insulation is now packaged in a new-type bag for easier handling and storage.

The bag is flat and rectangular and is approximately one-half the size and weight of the old roll package, saving up to 25 per cent of the warehouse space formerly required.

The insulation package is easy to handle on conveyors, simplifies unloading of cars, and facilitates truck loading.

Write for 126. Use coupon, page 85.

ATTIC FAN

The new Viking 36" horizontal-discharge attic fan can be installed quickly by only one man, according to the maker.

It comes in several basic components. The Venturi cone is in two sections. The blade and power assembly comes in one unit from which

motor is detached for easy carrying into an attic. This fan is shipped in a carton requiring only half the former bulk.

Rising only 15½" from the attic floor, the Viking fits low-roofed ranch-type houses. It guarantees a complete change of air every one or two minutes in homes with 9,000 to 19,000 cubic feet of space.

Write for 127. Use coupon, page 85.

PAINT SAND-TEXTURER

Perltex is a new lightweight additive for use with any type or color of interior paint. It produces a sand-float finish on walls and ceilings.

Once it is thoroughly mixed, it is said to require little stirring and not to settle on the bottom of the can. Various finish effects can be secured with simple tools.

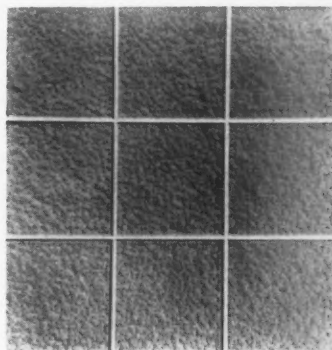
Heaviness of texture can be controlled by varying the amount of Perltex used.

Write for 128. Use coupon, page 85.

WALL PANEL PATTERN

A new pattern has been added to the Tylac line of prefinished wall panels, called Tyriple. A special metallic base paint gives a light and shadow effect that seems to ripple.

Tyriple is made in four deep tones—bronze, silver, emerald green, and amethyst blue. It comes in three styles—contour bevel score line,



printed white; a smooth, unscored finish, and horizontally-scored with groups of three parallel lines at 16" intervals.

Write for 129. Use coupon, page 85.

SHALLOW-WELL PUMP

The Crane-Line Rancher is a new shallow-well water system. Finished in white, it fits in with other kitchen and laundry appliances. It can be

*Here's why
PRESTILE
is preferred*

1. Always uniform quality
2. Permanent color retention
3. Tough durable finishes
4. Non-brittle; non-chipping
5. Permanent high gloss
6. Full range patterns, colors
7. Priced right for profits
8. Sales helps and displays
9. Nationally advertised
10. Wide consumer acceptance

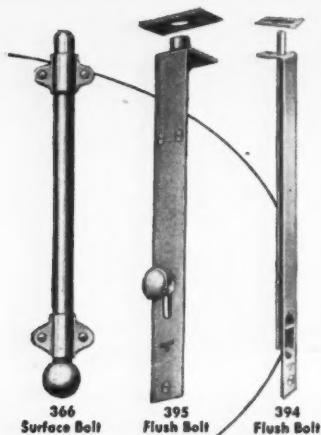


PRESTILE
No Lasting Beauty is Baked In

Free Clip this handy memo to your letterhead and mail today!
S Prestile Mfg. Co.
5850 Ogden Ave. Chicago 50

Please send me free samples and Dealer's Merchandising Kit—"How to Make More Profits from Tileboard."

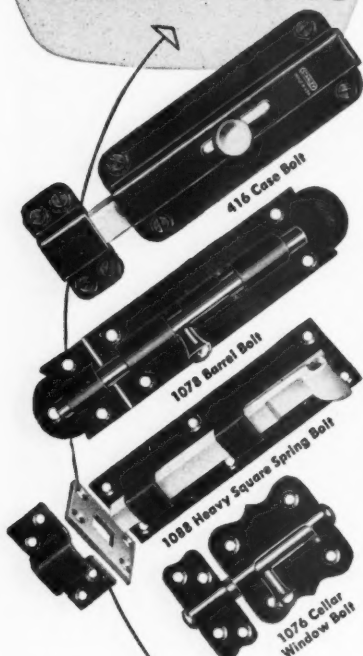
Your Name.....



Nothing Better

...FOR SECURING SALES

STANLEY BOLTS



It makes good sales sense to keep a wide assortment of these sturdy Stanley Bolts in your stock. They are available in a complete variety of types and sizes to meet the needs of *all* your customers. Make a selection from the big Stanley hardware Catalog. Your customers will appreciate Stanley quality.

The Stanley Works, New Britain, Connecticut

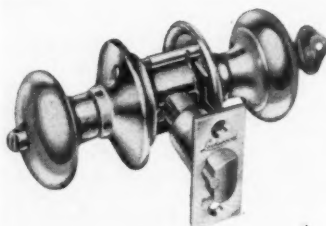


Reg. U.S. Pat. Off.
HARDWARE • TOOLS
ELECTRIC TOOLS • STEEL STRAPPING • STEEL

installed under shelves and cabinets in basements, kitchens, or utility rooms.

This new system includes a complete pump and jet combination mounted in the tank; a capacitor-type ball-bearing motor lubricated for life; pressure switch; pressure gauge, built-in check valve, and automatic air volume control.

Write for 130. Use coupon, page 85.



LOW-COST LOCKSET

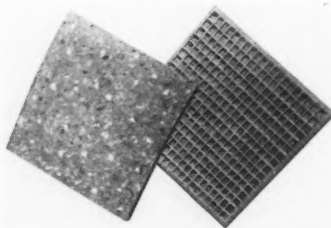
The new Independent Lockwood "C" series of locksets was designed to provide full security for low-cost housing and other light construction.

These locks incorporate all basic engineering features that went into Lockwood locks used in the United Nations buildings and others. All parts are made of brass or steel.

A full-size, solid brass, five-pin cylinder lock provides maximum security, with master keying.

Write for 131. Use coupon, page 85.

ADHESIVE-LESS TILE



New Robbins "lifetime" vinyl all-purpose Terra-Tile is applied without adhesives. The tile back is honey-combed to create a suction effect.

Elimination of adhesives in application permits installation below grade where moisture and alkalis attack adhesives. No preparation of the floor is necessary before tile is applied. Shifting of wood floors is said to have no effect on the tile, which also can be laid over uneven surfaces.

The tile also is said never to need wax. According to the makers, it is completely unaffected by water or alkalis and will not swell or curl. It can be taken up and installed in a new location.

Write for 132. Use coupon, page 85.

New Equipment

These new products may cut your business operation costs

SAWMILL FANS

The Dependable Machine line now includes extra-heavy duty exhaust fans made especially for use in wood-working plants and sawmills, for removal of sawdust, shavings, dust, and wood scraps.

The fans are made in standard, six-blade models from 20" to 80" sizes. In slow speed, the 12-blade models range from 30" to 80" sizes.

They are made of heavy-gauge steel, with the housing carefully welded. Side plates are removable so that the housing can be rotated to give any arrangement needed for the discharge unit.

Write for 133. Use coupon, page 85.

IMPROVED HAND TRUCK

The improved Tobey Tonster aluminum hand truck has rounded corners to eliminate the frequent marring of doorways and walls by corners.

This 24x48-inch truck weighs under 57 pounds and has a capacity of up to 2,000 pounds when equipped with proper size Tobey bearings, lubricated casters, and wheels. The truck bed is flexible in torsion, eliminating need for individually-sprung wheels or casters.

Write for 134. Use coupon, page 85.

BLOCK UNLOADER

The Superlite unloader easily loads and unloads big piles of concrete blocks, clay tile, sacked cement, bar-



rels or drums, brick and clay, crates, boxes, machinery, and equipment.

It can be mounted on any standard truck or trailer and can be bridged for truck-to-trailer operation. It is said to be able to unload a flatbed of masonry of about 16 tons, like that pictured here, in less than 20 minutes.

Write for 135. Use coupon, page 85.

TRACK-TYPE SHOVEL

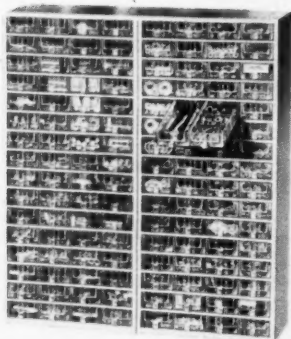
The Caterpillar No. 6 shovel is a highly-mobile track-type model, powered by a 66-drawbar-HP crawler on a non-oscillating track frame. It is an integral unit, with the tractor shovel frame bolted and welded at widely-separated points.

Dumping height is 10'9", with a reach of 3'5", insuring dumping of materials in the center of all standard hauling units.

The shovel has five forward gears and four reverse gears to meet a wide range of job conditions.

Write for 136. Use coupon, page 85.

STORAGE DRAWERS



A new 128-drawer model has been added to the Haz-Bin Jr. line of storage units. The transparent drawers, molded of strong plastic, are 5-7/8" long, 1-7/16" deep, and 2-3/4" wide.

Drawers subdivide into two or three separate compartments, lengthwise or crosswise.

Each drawer has an index slot to show what hardware, parts, or other small items are contained within. A safety catch permits open drawers to "hand out" for easy access without spilling.

The cabinet finish is silver gray hammertone enamel.

Write for 137. Use coupon, page 85.

RADIAL ARM SAWS

The DeWalt "Power Shop" line of radial arm woodworking machines has been re-designed. The work tables now are 3" wider and 4" longer; the radial arm is 3" longer, permitting machines to rip to the center of a 4' panel.

The operational controls are now more convenient and more visible to the operator.

The line consists of two basic models—the MB, available in 1/2 and 3/4 HP; the GW, made in 3/4, 1, and 1 1/2 HP.

Write for 138. Use coupon, page 85.

JOBBER TOLD US—

"Don't change it!"

You have the BEST and SAFEST catch on the Market!"



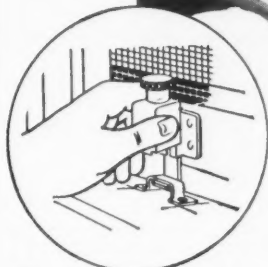
Keystone

ALUMINUM TENSION SCREENS

Growing demand for Keystone Aluminum Tension Screens has resulted in thousands of installations throughout the nation—and our jobbers tell us *this means thousands of satisfied users!*

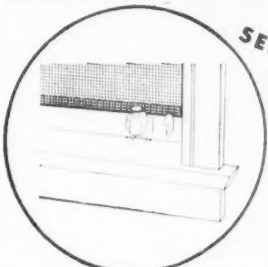
Recently—in trying to make our Tension Screens even better—we demonstrated some new experimental models to jobbers and their salesmen in a number of cities. These men who know what dealers want told us—"Don't change the design of Keystone Tension Screens! You are now using the best and safest catch on the market!"

Cash in now! Display and feature these popular screens—the smart, new way to cut screening costs, reduce maintenance and add convenience to homes and apartments! Ideal for all double-hung windows. Easily installed—no heavy frames to cut or fit. No painting—no rust. Easily replaced screening. Low first cost, low upkeep, neat appearance. Investigate!



Patented tension catch

at sill holds Keystone Screen securely in place. Just turn knob to adjust for proper permanent setting.



Exclusive free floating sill bar

assures snug fit at bottom...adjusts screen to uneven or off-level sill.

SEND COUPON!

Keystone Wire Cloth Co.
Dept. E-15, Hanover, Pa.

Without obligation, send me complete details, prices and discounts on profit-making Keystone Aluminum Tension Screens.

Firm.....

Attn. of.....

Street.....

City..... State.....

Spaco aluminum awnings sell better!

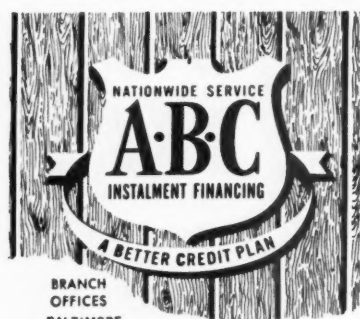
Get your share of this years bigger-and-better-than-ever aluminum awning market. Spaco aluminum awnings have many superior selling points and a good, fast margin of profit for the dealer. You'll find that customers prefer Spaco!

- Easy to install, no skilled labor necessary
- Removable slats for custom sizing
- Packed for easy storage, quick shipping
- Wide variety of design and color
- Lasting beauty, permanent durability

Dealerships Available

**Southern Permanent
Awning Co., Inc.**

Huntsville Alabama



BRANCH
OFFICES
BALTIMORE
BIRMINGHAM
BOSTON
BUFFALO
CHARLOTTE
CHICAGO
CINCINNATI
CLEVELAND
COLUMBUS
CORPUS CHRISTI
DALLAS
DAYTON
DENVER
DES MOINES
DETROIT
HOUSTON
INDIANAPOLIS
KANSAS CITY
LOS ANGELES
MILWAUKEE
MINNEAPOLIS
NEW ORLEANS
OKLAHOMA CITY
OMAHA
PHILADELPHIA
PHOENIX
PITTSBURGH
PORTLAND
ST. LOUIS
SALT LAKE CITY
SAN FRANCISCO
SEATTLE
SOUTH BEND
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**Property
improvement
and
modernization
sales
financing
specialists**

**ALLIED
BUILDING CREDITS
INC.**

General Office: Box 3426 Terminal Annex, Los Angeles 54

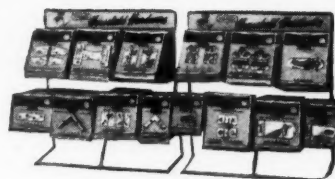
Silent Salesmen

HARDBOARD MERCHANDISER

A handy, compact floor display not only shows samples of the patterns and colors in which Celotex hardboard comes, but holds short pieces of the product for sale.

The rack accommodates hardboard shorts in sizes of 1'x4', 2'x4', 4'x4', and 3'x4'. Total height of the display is 69"; width, 32".

Contact: Celotex Corp., 120 South LaSalle Street, Chicago 3, Ill.



half dozen each of 57 household hardware items.

Also available with the unit are twin hardware space-saving display racks, each 15" wide, 15" high, and 6" deep. They can be used anywhere in the store, on counters, walls, or posts.

Contact: Stanley Works, New Britain, Conn.

GARAGE PLANS

"Garage Plans and Ideas: How to Build a Better Garage" is a new booklet for dealers' home-planning centers.

It contains 12 different and original garage plans that utilize Strand garage doors. Designs are for single, double, and triple frame and brick construction. Many include space for a workbench for father or play space for youngsters. Ten cents a copy.

Contact: Strand Garage Door Division, Detroit Steel Products Co., 3227 Griffin St., Detroit 11, Mich.

TOOL PROMOTER

Four new compact counter displays for Ridgely painter and decorator tools, are offered to dealers free with orders that fill each display.

No. 260 is a flat green board, 24"

SHOWS HAND SCRAPERS

A new counter or window display holds and prices Big Hand scrapers in two sizes, plus extra cutters. It invites examination by customers who are buying other merchandise, to stimulate impulse sales.

Contact: Hook Scraper Mfg. Co., Queens Village, N. Y.

HOUSE-MARKER "TREE"

A new wood display post, sturdily braced at the foot, holds at least 12 house markers. A weathervane is added at the top.

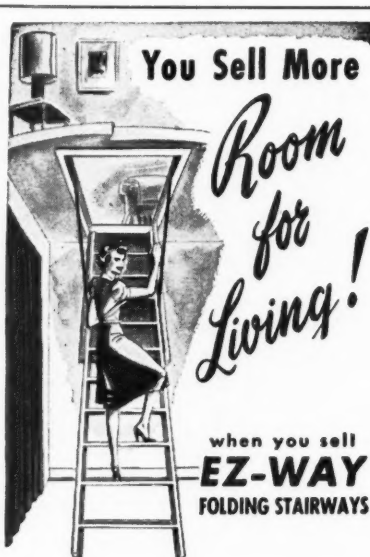
Models are easily dismantled for sale and replacement.

Contact: Tennessee Fabricating Co., 1490 Grimes St., Memphis, Tenn.

HARDWARE DISPLAY

This new Stanley household hardware display unit takes up only 2½ square feet of space and is designed to increase impulse buying.

It consists of a heavy-duty display rack that can be used vertically or horizontally. The unit is supplied free with each N-102 package of



Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the practical way to convert waste space into attractive dens, playrooms, bedrooms and storerooms... the perfect answer to more room for living! EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

WRITE FOR NAME OF NEAREST DISTRIBUTOR

EZ-WAY SALES, Inc.

BOX 300, DEPT. X ST. PAUL PARK, MINNESOTA



by 15". It holds 15 hand tools and samples of three straight edges.

No. 180 is a green peg board, 19" by 29", backed by shelf space to hold a stock of each item shown. No. 181 is a second green peg board, designed to hold an assortment of 12 tools.

For direct counter sales, No. 182 display holds six each of two styles of putty knives and two styles of scrapers. It is 13" wide by 8 1/4" deep, with a dark green backboard and natural-finish oak base.

Contact: Ridgely Trimmer Co., Springfield, Ohio.

CALCULATOR-PRICER

A new "retail price list and jiffy calculator" permits dealers to tell at a glance the prices of R-V-Lite and Vimlite all-purpose plastic window material for measurements up to 50 feet.

To use the calculator, the dealer finds the type of R-V-Lite along the top line of the chart, then reads down to the footage desired. The suggested retail price is at this spot. Charts are included with each roll of the products, and a copy should be kept near the automatic dispensing fixture.

Contact: Arvey Corp., 3462 N. Kimball Avenue, Chicago 18, Ill.

WALLPANEL MOVIES

Thirteen full-color movie playlets featuring Marlite plastic-finished wall and ceiling panels are now

offered to dealers for showing at theaters, on television, and at special functions for customers.

At least one-third of each film carries the dealer's own personalized sales message. Slanted toward remodeling prospects, the playlets show Marlite bathrooms, kitchens, dens, recreation rooms, and offices.

"The ABC's of a Marlite Installation" is a new condensed sound-slide training film in full color. It portrays the basic steps necessary to install Marlite plastic-finished wall-panels in every type of interior, from wall preparation to finishing trim.

Dealers can schedule the film for their salesmen through the manufacturer.

Contact: Marsh Wall Products, Inc., Dover, Ohio.

TILE DEMONSTRATOR

A new all-metal tile "designer unit" invites a customer to plan and design his own floor with samples of Koroseal or rubber floor tile.

This demonstrator is mounted on four rubber "feet" to prevent marring of the counter or display area. An open shelf at the back holds installation instructions, descriptive literature, and additional samples.

Contact: B. F. Goodrich, Room 4010, 10 East 40th St., New York, N. Y.

REMODELING IDEAS

"97 Ways to Improve Your Home and Save Money" is a 32-page booklet designed to stimulate home modernization. It is suitable for use in a dealer's "planning center" along with home-plan books.

It covers new rooms from unused space, new ceilings and walls, built-in ideas, six ways to brighten kitchens, roofs and their three-way job, insulation, permanent beauty for ex-



VENTO



THE STEEL
WINDOWS
OF
EXTRA VALUE

The extra value in Vento Residence Casement Windows includes: all casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame. This provides greater rigidity and stronger ventilators.

Also ask about the extra value in:
NEW IMPROVED VENTO "CHAMPION" BASEMENT WINDOWS

VENTO "THRIFTY" BASEMENT WINDOWS
VENTO FORMED STEEL LINTELS (FOR BLOCK AND BRICK CONSTRUCTION)

Vento "Champion" Barred Basement Windows
Vento "Champion" Utility and Barn Windows
Vento Thrifty Utility and Special Type Windows

Write us for latest catalog and full information

VENTO STEEL PRODUCTS CO., Inc.

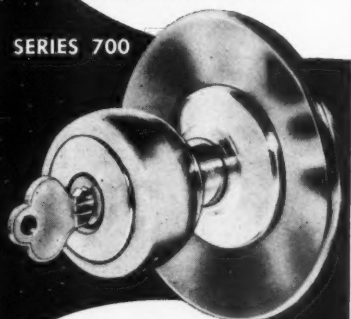
253 Colorado Ave., Buffalo 15, N. Y.

PRECISION BUILT

HARLOC

*Pacemaker
Shelton*

SERIES 700



A Superior
**KEY-IN-KNOB
LOCK SET**

Featuring

- Dual action opening with positive key stop
- Five pin tumbler cylinder
- Fast, easy cylinder removal for key change
- Free of die casting
- Quality — for a lifetime of satisfaction

**EASY TO INSTALL—
IN 3 EASY STEPS**

FOR INTERIOR DOORS

Pacemaker pre-assembled tubular sets. Featuring the Barloc fully automatic push-button in knob lock set for bath or bedroom doors. The ideal companion for Pacemaker Shelton Key-In-Knob.



Write for literature
and prices.

**HARLOC
PRODUCTS CORPORATION,
NEW HAVEN, CONN.**

terior walls, financing improvements, and other phases of improvement.

Contact: Celotex Corp., 120 South LaSalle St., Chicago 3, Ill.

WINDOW IDEAS

An improved and enlarged edition of "The New Outlook," an ideal booklet on windows, is offered to dealers to help sell windows.

It shows how to obtain original and unusual window effects without extra cost of specially-designed windows. It contains 14 detailed drawings, showing fresh solutions to common window problems.

Contact: Ponderosa Pine Woodwork, 38 S. Dearborn St., Chicago 3, Ill.

HOUSE PLAN BOOKS

Two revised home-plan books are offered for dealers' home-planning centers.

"Deluxe Small Homes" shows 145 home designs with two, three, and four bedroom sizes. Sixty-four are shown in full color. It sells for \$1.

"Blue Ribbon Homes" contains 103 designs proven popular by the actual sale of plans. Selling for 50 cents, the book shows 32 elevations in full color.

Contact: L. F. Garlinghouse Co., 820 Quincy St., Topeka, Kan.



FREE

Constantly Corrected

MAILING LISTS

OF RETAILERS, WHOLESALERS, MANUFACTURERS, Building Supply Distributors, Plumbing and Heating Supply Jobbers, Rated Building Contractors, Hardware Dealers, Lumber Yards, Electrical Supply Dealers and 350 more specialized lists to choose from.

ALL LISTS ON PLATES

WE CHARGE ONLY
FOR ADDRESSING

100% Accuracy Guaranteed

SPEED-ADDRESS

48-01 Forty Second Street
Long Island City 4, N. Y.
Phone ST. 4-5922

Research Group Offers Guide to Buying Houses

The Housing Research Foundation of the Southwest Research Institute has published a comprehensive *Homebuyer's Guide*.

It contains a checklist of 93 items that contribute to the appearance, performance, and livability of a home.

In addition to guiding future home-owners in purchasing a house, this book serves to help builders plan trends in their own project planning. It gives manufacturers an opportunity to see what materials will be called for in the future.

ASBESTOS PRODUCTS

(From page 36C)

Since the use of color on house exteriors is increasing yearly, be prepared to show the home-owner how various shades and textures of sidings will blend with colors of his roof and even houses next door.

Properly applied sidings make the best advertisements. It is the retailer's responsibility to see that his products go on right whether he has his own applying crew or whether he sells to local applicators. If the latter is the case, plan your "prospect campaigns" together. Get the applicator and the manufacturer's representative together to go over the best methods for good workmanship.

One of the greatest problems of the building supply dealer trying to develop a good asbestos cement market is the fly-by-night applicator. He usually overcharges and often does a shoddy job that is a bad advertisement for the product in general.

To combat this, one major manufacturer has developed a Certified Home Improvement Plan. Under this plan, the manufacturer trains

Profitable Retail Business for Sale

Successful dealer, retiring, will sell balanced inventory of building materials, woodwork shop and delivery equipment in small Virginia agricultural city for about \$60,000. Model store and warehouses—60,000 total square feet under one roof—available on long-term lease. Junior partner available to maintain one-third interest, if desirable. For full details write to: Box 36, Southern Building Supplies, 806 Peachtree St., N.E., Atlanta 5, Ga.



UNIVERSAL
WOOD WINDOW UNITS

UNIVERSAL
Panel Window Units

UNIVERSAL
Identified Trim

UNIVERSAL WINDOW CORP.

CHARLOTTE, N. C.

AUSTELL, GA.

*For a Faster Turnover in
\$ALES and PROFIT\$!*

OLD DOMINION BUILDING SPECIALTIES

✓ TRI-DENSE

A hardener for use in concrete, mortar and stucco. Reduces cold weather hazards, permits faster placing, more rapid removal of forms. Protects mortar against FREEZING. Keeps winter work on schedule.

✓ WALL-SEAL

A transparent silicone waterproofing for exterior stucco, concrete, cinder blocks, etc. Lets masonry breathe and renders it resistant to efflorescence and staining. Easily applied with brush or spray.

✓ FLINT-TOP

A penetrating surface hardener for new and old concrete, terrazzo flooring and other concrete surfaces. Protects floors against oils, acids, salts, alkalis and many other chemicals. Retards concrete dust. Adds years to floor life.

WRITE
FOR
DETAILS

PERROW CHEMICAL CO., Hurt, Virginia

USE KOKOMO KORNER

- for Asbestos Siding
- for Lap or Bevel Siding
- for Wood Shingle Siding



They save application time and money, add to appearance and durability. Kokomo Korner simplify fitting, eliminate split siding, and planing or cutting at corners. Corners for wood bevel siding are aluminum, others are zinc, some available in colors. Holes provided where they are to be nailed. For complete details and free samples write—

BUGHER MANUFACTURING CO.

211 S. Main St.

Kokomo, Ind.

SELL Flor-Lac FOR FINISHING FLOORS!

Floormen, builders, and suppliers everywhere are singing the praises of this wonderful floor sealer-finish that does not raise grain, dries in 20 minutes to a beautiful high luster! For new and old floors! Fresh pine scent! PROVEN superior! Let customers TRY it.



Send for FREE SAMPLE!

SEABOARD LACQUER CO.
Baltimore 15, Maryland

SELLS WINDOWS!



- to home buyers
- builders
- architects

**Better windows,
truly counterbalanced,
at amazing low cost!**

Double hung windows become a good "talking point" when they're equipped with Pullman Sash Balances. Noiseless, trouble-free—guaranteed for the lifetime of the building. For homes, schools, hospitals—all kinds of commercial and industrial buildings. The Pullman method permits quick installation (10 to 15 minutes per window), uniform mortise size—wide scope in window design, maximum light area. Write today for full specs: Pullman Manufacturing Corp., 325 Hollenbeck St., Rochester 5, N. Y.

Engineered Balancing

•
Never Needs
Adjusting

•
Now Nearing 70 Years
of Like-New Performance

PULLMAN *Sash Balances*

carefully the persons who will sell or apply the siding products. They receive a card — which expires every 90 days—that certifies that they will use the manufacturer's product throughout the job, that they have been properly trained to do the work, and that they will charge reasonable prices.

When the job is completed, a certificate is given to the homeowner, the applicator, and one copy returned to the manufacturer, so that if there is any complaint, the customer has recourse to either the dealer or directly to the manufacturer.

Explaining this program to a prospective customer permits the salesman to gain confidence of home-owners. In some areas, it is actually undoing the ill-will created by fly-by-night operators.

These fly-by-night applicators are doorbell ringers. Make sure your salesmen are, too.

Try telephone campaigning. After a selected employee tours a given neighborhood, street by street, get the telephone number from a "telephone red book" or other source. A friendly call can

determine whether the occupant is a "suspect," worthy of a personal follow-up visit by a salesman.

One manufacturer has a program for mailing a letter to such "suspects" reported by dealers' salesmen. This letter offers a piece of colorful literature on the product, which the home-owner can obtain free by returning the post-card. These cards are sent back to the dealer so that the salesman can deliver the literature personally.

Above all, keep a scrapbook of "before and after" photographs of homes modernized with asbestos cement sidings sold by your firm. Such a presentation can prove to be a doorbell ringer's best weapon, showing not only local acceptance of the product but the varieties of application.

One salesman always takes a snapshot of the prospect's house, puts it in his scrapbook, leaving space for the "after" shot. The psychological effect has proved astounding in some instances.

Make sure that every homeowner knows what to expect from his siding. If it is a type that may need painting in three or four years

to cover stains and dirt, suggest a good cement paint or chlorinated rubber paint.

If the siding is the stain-proof type, make sure he knows how it can be cleaned—with soap and water, or with some special cleaner developed by the manufacturer.

Kinetic Merchandising!

(From page 34)

Core planned and promoted a successful "open house for our newly remodeled store and display room" not for just one day, but for three — Thursday, Friday, Saturday, November 6-8. Ten free prizes were offered, ranging from a choice of brand-name paint, insulation, asphalt roofing, or asbestos siding for a whole house, to a garden hoe and rake. All prizes were merchandise out of stock. Attendance these three days was estimated at 2,400 people!

Since operation of the Krause & Managan store is "a team job," Core listed each employee in the full-page ad, complete with nickname! Six opening specials were featured in the ad, including creosoted fence posts, pine paneling, gypsum board, asphalt shingles, and wallpaper.

Because many of the natives in the Crowley area speak only the French language, most of the K & M employees here are bilingualists. Hardly an hour in the day passes without an employee conversing with a customer—or another employee—in French.

Core justifies the expense and effort that he and his firm went to in order to create their handsome new Crowley store in these words: "To win their share of the consumer's dollars during the months ahead, lumber dealers have got to have as inviting and convenient stores as the automobile, appliance, furniture dealers in their cities. And they have got to make it easier for prospects to see and select the materials and supplies they need for new construction, modernization, and repairs.

"Our store traffic has more than tripled since the place was remodeled. The island displays of merchandise stimulate more impulse and related sales. Many customers have told us that they didn't realize it could be such a pleasure to trade with a lumber dealer!"



WEL-BILT FOLD-A-WAY STAIRWAY

- SAVES SPACE • IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense and easy to operate.

SOLD BY LEADING DISTRIBUTORS FROM A COAST TO COAST

Manufactured by
THE WEL-BILT PRODUCTS COMPANY
P. O. Box No. 95, Memphis, Tennessee

STRONG
EFFICIENT
SAFE





Member S. P. I. B.

SOUTHERN PINE LUMBER

WORD BRAND OAK FLOORING — WORD BRAND

Member N. H. L. A.

Siding Finish Ad Dimensions
KD Pine Flooring YELLOW POPLAR
RED CEDAR CLOSET LINING

W. J. WORD LUMBER CO.

Phone 327 — SCOTTSBORO — ALABAMA



EASIER TO SELL You'll find it easier to sell new homes and home-improvement jobs when you feature IDEAL Sliding Doors for closets and doorways. Home owners appreciate the use of floor space they make possible for furniture placement. Contractors and builders like the ease and speed of installation.



Manufactured
by
**IDEAL
COMPANY**
WACO, TEXAS

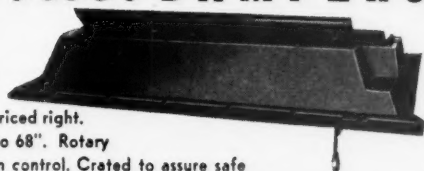
- increase usable floor space
- are precision milled of highest quality materials
- utilize any 1 3/4" panel or flush door
- carton-packed for protection in delivery and at job-site

ORDER NOW!

IMMEDIATE SHIPMENT

Peerless FIREPLACE DAMPERS

CAST IRON



Built right—priced right.
All sizes 24" to 68". Rotary
poker or chain control. Crated to assure safe
shipment, storage and ultimate delivery to your customer.



**ALL
STEEL**

The nation's
best Steel Damper—best
design—most rigid construction sizes 30-42"
... low cost. All dampers finished in red oxide.

Write for free catalog also containing details on "How to plan
a successful fire place."

Smart dealers are selling distinctive Peerless Fireplace Fixtures
... add them to your display ... boost sales and profits.

Write for complete catalog and prices today.

PEERLESS MANUFACTURING CORP., LOUISVILLE 10, KY.

another NATIONAL LOCK first

the new "Select-a-Pak"
screw assortment no. 24

for fast, profitable wood screw sales

"PAK" has acetate slide cover

Screws always in full view

Attractive, eye-appealing display

More customer convenience



A Complete Wood Screw
Department Using Only
15 1/2 x 12 Inches of Counter Space



order from your jobber
... open stock when desired

Compact, Metal "Select-a-Pak" Dispenser

This sturdy metal dispenser included with
No. 24 screw assortment at no additional
cost (you pay only for the merchandise)

Everything ready for prompt delivery

distinctive hardware ... all from 1 source



NATIONAL LOCK COMPANY
Rockford, Illinois
Merchant Sales Division

**AVAILABLE
AT ALL
TIMES**

KILN DRIED HARD- WOOD Lumber

Any quantity up to carload lots for immediate delivery or pick-up. Walnut, Cherry, Red and White Oak, Mahogany, Northern Birch, White Ash, Hard Maple, Butternut, Poplar, Basswood, Prima Vera, Idaho White Pine.

CHESTER B. STEM, INC.



657 Grant Line Road
New Albany, Ind.

Dorflo
floating action
door hangers

for
RECESSED DOORS

the *Modern* way

DORFLO is a new concept of door function and design . . . a simple, fool-proof, scissor-like mechanism, cantilevered from within the wall. DORFLO makes sliding doors literally float in and out of their pockets with just a gentle pressure of the finger-tips . . . so easy even a child can operate it.

- No complicated overhead tracks
- No noisy floor runners to clog and jam
- Simple installation
- Available in:
 - K-D wall sections
 - Packaged hardware
 - Ready-Unit sections—completely assembled wall sections including all hardware, finished split jamb with built in steel stiffeners.

Write for name of
Nearest distributor

EZ-WAY SALES, INC.
Box 300-6 St. Paul Park, Minn.

JOBBER DISTRIBUTION

(From page 36D)

knocks on your door for a check, keep in mind that he, too, has to make his collections in order to stay solvent.

4. Warehousing. The jobber with his large warehouse can handle big production loads for manufacturers, providing an even flow of materials to the dealer. Warehouse space today is costly, but the entire chain of distribution can break down if warehouse facilities are not adequately and efficiently operated by the building material jobber.

A recent survey among our members established the fact that the average jobber's warehouse contains 18,000 square feet of floor space. In most cases the jobber owns the warehouse, in which he has made a substantial investment. The distributor's warehouse is the safety valve of production because it provides an even keel for the dealer's supply of materials.

5. Sales Assistance in the Field. One of the requirements for membership in the National Building Material Distributors Association is that the jobber must employ and have salesmen traveling the territory he serves. Perhaps in recent years salesmen have often been mere order-takers. However, this situation is rapidly changing and, in many cases, the jobber salesman is better trained than the manufacturer's representatives.

Successful jobbers are capable of providing sales assistance for the dealer. A dealer certainly holds a great deal of confidence in a jobber when the jobber is able to give him sales assistance and to help him out on difficult complaints. One manufacturer has told me that one of the biggest gripes he has is the fact that in nine cases out of 10, the jobber and retailer throw the complaint right back to the manufacturer, with little or no prior investigation, although most of these complaints could be handled at the jobber or dealer level.

Today, many a retailer is faced with good inventories purchased at good prices a few months ago, but for which there is a decreasing demand. He also is finding collections slowing down. He can find himself in the middle between too much capital tied up in accounts-receivable, or too much capital in slow-moving inventory. What can

be done to remedy this situation?

The answer is for the dealer to rely more and more on the stocks of the jobber. It's true that the dealer can sometimes buy more favorably in carload quantities direct from the manufacturer, but a full carload of anything takes a lot of money. The dealer can buy in smaller quantities from the jobber.

The jobber unfortunately has been rather silent through the years about the service he performs. He has had little to say in his own defense. He has done little to sell himself to the manufacturer or the retailer.

Many of the bona-fide wholesalers are concerned about jobber outlets owned cooperatively by a group of retailers. These retailers band together to pool their buying and they hope to earn functional discounts for their efforts. Almost invariably they limit their sales to those who put up the cash to put the cooperative into existence.

We hold no brief with the cooperative building material distributor, because you and I are paying taxes to keep Mr. Co-Operative in business. To me it is a travesty of our present laws that such operations are legally permitted. They do not, in any way, perform all the services of a bona-fide wholesaler, yet they receive the same discounts from the manufacturer. They pay no taxes on their distributed profits, so in fact your tax dollar and mine keep the cooperatives in business.

There is no question but that the manufacturer owns the material that he produces and can give the material away, if he so chooses. Also, if the jobber buys a material, it is his product to do with as he sees fit. But Mr. Manufacturer and Mr. Jobber had better beware if they don't consider the rights of the retail dealer in the chain of distribution!

This industry is fast approaching normal times and there is no doubt that competition among manufacturers will cause them to use the most economical method of distribution.

No factor of distribution can exist long without the other. This has been proved by many unsuccessful attempts in the past to eliminate one factor or the other. The solution is for each to get his own house in order. Let's work harmoniously together to build a greater, more respected industry to serve our people efficiently and fairly so we will continue to merit patronage.

WHEN YOU WRITE

To Advertisers In
This Magazine

TELL THEM

You Read About It In

Southern
BUILDING SUPPLIES

BIG PROFITS FOR DEALERS

with **EZ-DO PICNIC TABLE**

(You Supply The Lumber — We Supply Frames)



**NO OTHER TABLE OFFERS SO MUCH
FOR SO LITTLE**

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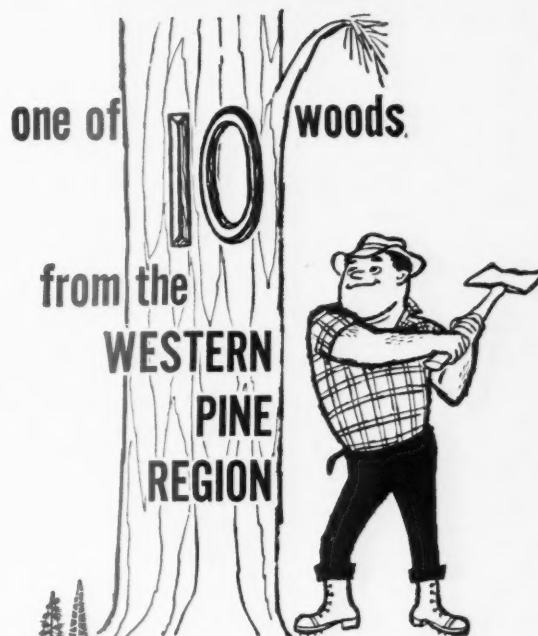
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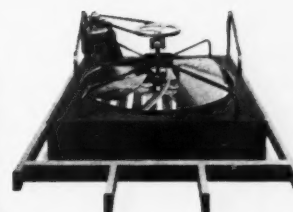
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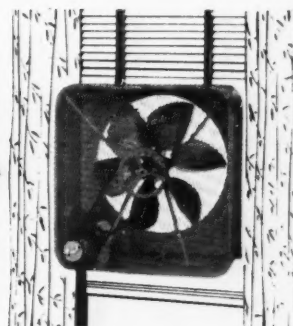
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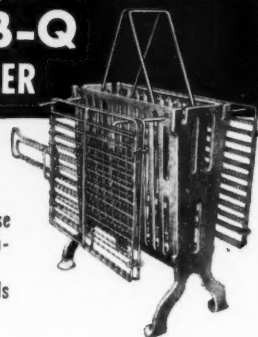
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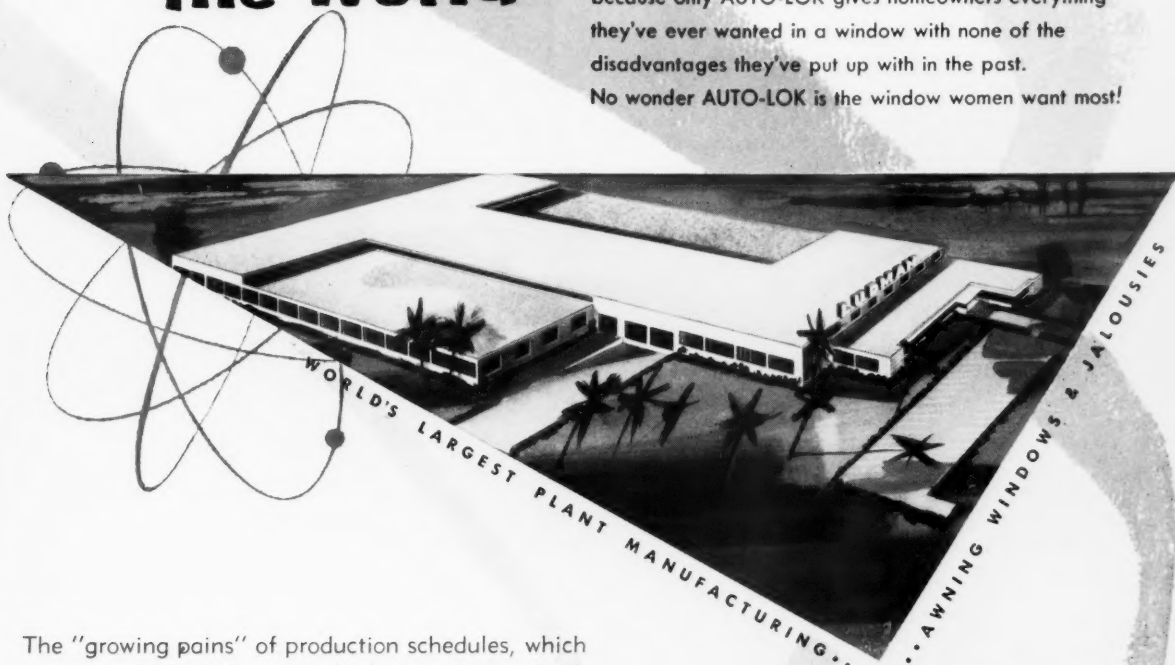
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